

Biggest networks has many radio stations in the pre-martial law period.

ABS-CBN

DZAQ-TV 2/DZXL-TV 4

DZXL 620khz

DZAQ 960khz

DWOW 1340khz

DZQL 830khz

DZMM 1000khz

DZYL 1160khz

DZYK-FM 102.1mhz

ABC

DZTM-TV 5

DZMT 1100khz

DZWS 1030khz

DZTM 1380khz

RBS

DZBB-TV 7

DZBB 580khz

DZXX 890khz

DZUW 1310khz

KBS/RPN

DZKB-TV 9

DZRR 1280khz

DZAX 600khz

MBC

DZRH-TV 11

DZRH 650khz

DZMB 710khz

DZPI 800khz

IBC/RMN

DZTV-TV 13

DZHP 1130khz

FM Guide (1970s-1980s)

89.1

Ricky Dizon - 6 to 9AM

Bingo Lacson - 9AM to 12NN

???? - 12NN - 3PM

Peter Rabbit - 3PM to 6PM

Long Tall Howard - 6PM to 9PM

Vic Salta - 9PM to 12MN

97.1

5AM to 6AM - Beatles' Hour

6AM to 9AM - George Boone

9AM to 1PM - Master T

1PM - 4PM - Danny R

4PM - 8PM - Fred James

8PM - 12MN - Triggerman

10PM - 12MN - Jazz Downbeat Special

99.5

6AM - 9AM - Jeremiah Junior

9AM - 12NN - The Mighty Thor

12NN - 3PM - Al W Leader

3PM - 6PM - Eric Caine

6PM - 9PM - Adam Kite / Joey Pizza

9PM - 12MN - Bob "The Spice" Curry

12MN - 3AM - Johnny Cesar

3AM - 6AM - Pancho Alvarez

Newcasters: Vicky Nievera, Pinky Aseron, Lindy Magnaye

Reliever: Jiggy

FM stations noong 80s

88.3

89.1 DWKB-FM (then the radio station of IBC 13)

89.9 (I forgot, but it wasn't TM / Magic back then, owned by the government)

90.7 DZMB-FM (still the same)

91.5 DWMM-FM

92.3 DWFM (MRS - Most Requested Radio)

93.1 DWEI-FM

93.9 DZHP-FM

94.7 DWLL-FM (still the same)

95.5 DWDM-FM (still the same)

96.3 DWRK-FM (Real Radio, still the same owner although it's now DWRock)

97.1 DWLS-FM (still the same)

97.9 DWCD-FM

98.7 DZFE-FM (still the same)

99.5 DWRT-FM

100.3 DZRJ-FM (still the same)

101.1 DZFX-FM

101.9 DWWK-FM

102.7 DWXB-FM

103.5 DWCS-FM

104.3 DWIM-FM

105.1 DWLM-FM (Super Tunog Pinoy)

105.9

106.7

107.5

FM radio station's former voice-overs

DWRT - Joshua, Jeremiah Junior, Johnny Cesar (back during the Red Hot days)

DWKS - Jeremiah Junior, Sonny Zee, George Boone

DZOO- Jeremiah Junior, Peter Rabbit, Big O' Brian, George Boone

DWKC - Hill Billy Willy, Bobby Ante

DWLS - George Boone, Master T, Jimmy Jam

DWKB - Peter Rabbit, Ricky Dizon, Long Tall Howard, Bingo Lacson

DWET - Sonny Zee, Martin Gill, The Raven, George Boone

DWRX - Louie Dizon

DZRJ - Hill Billy Willy, Ronnie De Asis (Papa, nee Baby, John)

DWBM - Pinky Aseron, Ronnie De Asis

DWKX - Little David Magic - Carlo Jose, Sgt. Pepper

DWLL - Baby Michael

FM Music on AM: AM Music Radio stations of 60s to the present

DZMM - under ABS-CBN in the '60s; it used to be a classical station...ito 'ata yung ni-reformat ng ABS into DWOW, a music/personality station (where joey de leon started out as a DJ).

DZQL - also under ABS-CBN; it originally played standards, but, under ben aniceto, and later, lito balquiedra, became a pop music station.

DZXX - under the old RBS/GMA; a standards station, playing "frank sinatra stuff" according to sir mike pederro, earlier in this thread.

DZUW - originally under the old RBS, as well (but was later sold to rajah broadcasting, then taken over by the military from RJ jacinto after martial law); a pop music station where sir mike pederro himself started out, along with jodie stewart (uncle bob's son, later the host of "uncle bob's lucky 7 club" in the '80s until it folded up) and emilio tuason (THE emilio tuason who gave us 99.5RT).

DWKW - originally under RPN, then under roberto benedicto's IBC in 1975...this was home to popular radio names in the '70s such as long tall howard (medina), helen vela, vic salta and bingo lacson.

DWBL - the number one AM music station in the '70s...this station was home to the likes of rudolph rivera, hillbilly willy and mike Enriquez a.k.a. baby michael (all of whom, incidentally, transferred to WKC in the '80s).

DZRJ-AM - way before it became "radyo bandido", this station was the "rock of manila"...'nuff said.

DWBC - mga late '70s and '80s na 'to, although not much info about this station...ang alam ko lang, this was under united broadcasting--the same network that owns wrock.

DZXQ - from what i've read here on PEx and on wiki, divine pascual-dolina was among those who came from this station...this was the former sister station, if i'm not mistaken, of DWKY-FM, now more commonly known as energy fm (and now under a different broadcast network).

Dagdag na memories!

- 102.7 WSM - The Gentle Wind ang pre-branding ng FM station na 102.7 Star FM na pagmayari ng Bombo Radyo.
- Bob Garon and his family also been on Radio sa programa nila na mapapakingan sa K-LOVE 1494.
- Walang DJs pa ang Mellow Touch (DWLL) pero si Baby Michael lang ang on-duty dati bilang VO.
- Darkman used to count the Top ten hits every sunday at 12 noon on DWSM 102.7 The Gentle Wind.
- Deep and Modulated words ang sinasabi ng ilang English DJs noon at ngayon.
- Si Neil Ocampo at ang gabinete niya (hindi sila makikita sa TV) ang laging napapakingan tuwing 10am sa DZMM, katapat ng DZBB.
- Si the Triggerman laging nagmumura habang nag-dideejay sa WLS-FM.
- Recorded laughs ang laging maririnig sa DWKC-FM habang nag-coconversations sa mga DJs at listeners.
- Remember Bon Vibar, Jess Decolongan and Peter Musngi, the men newscasters of Radio Romance 101.9.
- Sa DZRH, pa noon ang Atorni No Case... ang daming spoof ng ibat ibang personalities pero lumipat ito sa DWIZ and one of the boss, Rey Langit is also a DZRH baby.
- Mel and Jay TV program had a spinoff on radio tuwing umaga sa DZMM at lumipat sa DZBB kung saan dito nag-simulcast ang TV show nila.

The Voice of The Philippines - DZRJ-AM

July 19, 2010 when DZRJ-AM was signed off at 9pm to give way to it's transmitter who increased to 50, 000 watts and in August 25, 2010 it's changed it's branding from Radyo Bandido to the Voice of the Philippines (copied by the old slogan of DZRH and Voice of America) and they changed to English from Tagalog-English. DZRJ-AM had news, lifestyle and sports format, DZRJ-AM is one of the pioneer stations of the 1986 EDSA Revolution and since then the station format is Rock music.

DZRJ-AM pioneers like Gerry Cornejo and Johnny Midnight was also joined the VOP branding, Gerry Cornejo's show KKK sa RJ was renamed as Not Necessarily the News aired at 9am and Johnny Midnight (the creator of Toning Water)'s Midnight Connection was converted into 2 shows, The Bizarre Bar and The Midnight Hour both started at 10pm to 12mn.

DZRJ-AM's other programs was The Early Show with Rey Hidalgo-Santos every early morning, Sunrise with David Nye and former senatorial candidate Neric Acosta at 6pm, Hard Talk with Patrick Tulfo from noon to 2pm, UAAP Games (carried by Studio 23) from 2-5pm, even TV5 voice over Michael Knight had a show on RJAM, Evening National Report aired after the UAAP Games and every sunday, DZRJ-AM broadcast old radio shows, DZRJ's sister stations in the VisMin Region, although they use the VOP branding, they continue to use the tagalog broadcasting.

DZRJ-AM was a pioneer, now a new changer of the country like it's slogan Real Time News, All The Time.

- COMMENTARIES by ADMIN-1

Radio broadcasters (from viewsfromthepampang.blogspot.com)



Rafael "Paeng" Yabut

The Radio as a new communication medium officially came to the Philippines in 1922 when a test broadcast was made by a Mrs. Redgrave from Nichols Air Field using a 5-watt transmitter. Early broadcasting was a strictly an American affair until the 1930s when local songs and program, started to be heard from KZIB, KZRH and KZRG Stations. In this new medium, the Kapampangan voice found its place, and our kabalens who animated the airwaves became welcome presences in every home with a transistor-- disseminating news, dispensing advice, making commentaries or simply spinning music to the avid listener.

The first organized commercial radio station was founded by a former war correspondent of Mutual Broadcasting Company named Robert Stewart. Together with his Kapampangan wife, Loreto Feliciano, Robert started the Republic Broadcasting Republic Broadcasting System (RBS), DZBB, DZFF and DZXX. Loreto did the marketing for the stations, and eventually, they would also establish Channel 7 in the 1960s. Robert would

become “Uncle Bob” to many Filipino kids growing up in those years, the host of the popular children’s show, “Uncle Bob’s Lucky 7 Club”.

One of the earliest to join the radio bandwagon was Angelo Castro of Tarlac. A brother of former chief justice Fred Ruiz Castro, Angelo joined Manila Broadcasting Company at Insular Life Bldg. and was known as the “Good Time King”. In 1946, he became the chief announcer of Station KZOK. Under Pres. Carlos P. Garcia, he headed the Radio Department of the Office of the Press Secretary. Angelo’s sons, Angelo Castro Jr. (husband of June Keithley) and Naldie also became announcers.

The new broadcast medium was soon being discovered by advertisers as a channel to reach the masses efficiently, quickly. Philippine Manufacturing Company (PMC) was one of the first to sponsor Tagalog variety shows like "*Ilaw ng Tahanan*", "*Gulong ng Palad*", Dr. Ramon Selga and "*Aklat ng Pag-ibig*". But it was Tawag ng Tanghalan (Call of the Stage) that proved to be its longest-running hit. With Kapampangan Ben Pangan as its producer, the talent show started on DZBB with Dolphy and Panchito as hosts, but when PMC decided to bring the show on the road, Dolphy begged off due to his movie commitments. Lopito and Patsy—another Kapampangan-- took over and the rest is history.

Movie stars gravitated towards the radio as the broadcast industry boomed in the 50s. Rogelio de la Rosa, already an established star, hosted the early evening program, "*Kasaysayang Panghapunan*". His brother Jaime, was on Camay Theater of the Air and *Pista ng Caltex* at DZBB. To complete the family act, 17 year old Mike Mallari, the 17 year-old son of Africa de la Rosa became the teen DJ for “Mailbag Jukebox”. Mike went on to bigger things and was eventually appointed as information officer for Gerry Roxas, Teofisto Guingona and a secretary of Pres. Fidel V. Ramos.

Other known Kapampangan personalities with radio experience include Artemio “*Temyong*” Marquez who wrote radio soaps for DZBC, his most popular being “*Panata ng Puso*”. Minda Feliciano of San Fernando also joined Eddie Mercado and Johnny Wilson at DZFM, only to resign and travel to Europe where she would meet and marry the actor Michael Caine. In 1953, Armando Datuin was hired at DZAQ and his voice would become associated with live shows, stars and prizes. Nick David, with his “*basso profundo*”, rose to become a popular narrator of dramas at DZXL. Meanwhile, Mila Balatbat from Sta. Ana, who started her radio career at age 15, found great success by becoming a successful independent producer of programs (a ‘blocktimer’) heard on DZRH, DZBB, DZAQ, DZMY.

But perhaps, the most influential and bombastic radio personality ever to emerge from radio's golden years would undoubtedly be Rafael Yabut of Candaba.

Fearless "*Paeng*" grew up in Tondo and started as a commercial reader for blocktimer Luz Mat Castro. During the Japanese occupation, he accepted an announcing job at Star Theater along Azcarraga. After Liberation, he became a barker for "Atomic Bomb", a seedy, honky tonk place along Rizal Avenue.

In the late 1940s, he was offered by Hal Bowie, General Manager of MBC to do a daily Tagalog program called "*Tayo'y Mag-aliw*" (Let's Have Fun). But instead of just providing pure entertainment, he made stinging news commentaries and impassioned attacks against certain elements and characters in the government. As a sort of ombudsman on air, he started attacking Pres. Quirino and praising Magsaysay. His program drew not only high listenership but also friends and foes alike. Soon, many Yabut wannabes like Benny Rebuena, Ernie Kimuyog and Abraham Cruz were imitating his fiery style.

By 1957, Yabut had accumulated so much pulling power as news commentator for DZRH that he was urged to run for president in 1957 against Carlos P. Garcia. Instead, he endorsed Manuel Manahan, then shifted to Jose Yulo. Both lost. For his political meddling and editorializing, Yabut was suspended from his broadcast work, leaving behind his high-rating programs like "*Ruleta Musikal*", "*Tatlo Lamang*", "*Gumising sa Pagsikat ng Araw*". To complicate matters, Yabut's second wife filed a bigamy case against him. But his most serious brush with death was when he was ambushed by a gunman along San Marcelino St., after his tirades against Philippine Charity Sweepstakes. He recuperated, joined DZFM, a government station, but by then his credibility was in tatters. After the People Power revolution, he joined DZBB, only to be assigned the graveyard shift. Not long after that, Paeng Yabut died.

The 1960s also saw the rise of a former seminarian from Minalin as the quintessential voice of news and current events. Orly Punzalan took the bus to Manila and auditioned for DZFM as a newscaster for the Department of National Defense. He passed the auditions and got a starting salary of 30 pesos a week, working with the likes of Jose Mari Avellana, Joonee Gamboa and Tita Muñoz. Making the transition to TV, he became a booth announcer for Channel 3 where he met and married Helen Vela.

Deep-voiced Bienvenido Parungao made his presence felt with his overly dramatic signature quips: “*Oh, hindeeee!*” and “*Hangaaal!*”. He became an announcer for DZAQ in 1966, an apt host for the program, “*Ginoong Mananakot*”. Taking on “*Ben David*” as a screen name, he was cast in “*Da Best Show*”, “*Tang-Tarang-Tang*” and “*Buhay Artista*”. His most famous character role is playing Hudas Iscariote to the hilt.

In 1961, Cesar Nocum auditioned for DZRM and got the job, only to be pirated by ABS-CBN. For his narrative program “*Mga Kasaysayan sa Likod ng Langit*”, he evolved the style of Eddie Ilarde, developing it into his signature snail-paced, monotonous delivery. Thus, “*Kuya Cesar*” was born. Rounding up our list of Kapampangan announcers with unforgettable voices is the broadcast dean of knowledge and trivia, Ernie Baron. He differentiated himself by developing an encyclopedic knowledge of every conceivable topic under the sun. His “Knowledge Power” ruled the airwaves until his passing in 2005.

DZMM Radyo Patrol Sais Trenta/DZMM TeleRadyo History (under construction)

It began on October 19, 1953, DZAQ, the forerunner of DZMM was the first radio station of the former ABS (Alto Broadcasting System) of the Quirinos under President Elpidio Quirino's son, Antonio (originally came from the pre-1953 experimental station DZBC). DZAQ features news, variety and music programs on an AM format which then the basis of DZAQ-TV, years later when ABS and CBN were merged into a single network in 1967, DZAQ switched into CBN-owned DZXL, an another AM broadcaster simply named as DZXL Radyo Patrol, the pre-martial lawstation of ABS-CBN until 1972.

However on the night of September 23, 1972, both DZXL, DZYK and DZAQ-TV were halted as Metrocom forces seized ABS-CBN broadcast complex two days after President Ferdinand Marcos declared martial law, even DZAQ/DZXL personalities are arrested because of strictcensorship as it went off the air, two years after the forced shut down of all radio and television stations, DWWW, a crony-owned AM station of Kanlaon Broadcasting System (KBS) began to air in 1974 which contains not only in news, but also public service programs and music as well. Veteran anchors and new recruits like Johnny de Leon, Rod Navarro, Noli de Castro and Vic Morales are some the announcers of the station, came into DWWW at that time. When the 1986 EDSA Revolution was started for three days, reformist rebels stormed into RPN broadcast complex as DWWW knocked off from the air following the capture of channel 4 on the morning of February 24, 1986. At the end, both DWWW and DWOK of BBC were sequestered by the government.

The fall of the Marcos Regime brought about the return of ABS-CBN. The ABS-CBN management decided to open its closed radio station DWWW immediately after regaining their old facilities locked in the midst of Mother Ignacia and Bohol Avenue in Quezon City. Pre-martial law staff were hired back spearheaded by Mr. Joselito Balquiedra, Jr.. April of 1986 marked the rebirth of ABS-CBN's radio station and through the conspiracy of Attorney Jake Lopez. Mr. Ben Aniceto and Mr. Balquiedra they decided to name the new radio station as "DZMM". This was derived from the old name DWWW, only the last two letters of the call sign were inverted. Eventually, "MM" in DZMM came to mean "Malayang Mamamayan" or "Metro Manila"

In July of 1986, then newly-formed PCGG turned two radio stations, DWWW and DWOK, back to ABS-CBN. Mr. Lito Balquiedra Jr. spearheaded the return of the giant network to the local broadcasting scene. He was then the Vice-President for Radio.

The network started recruiting both experienced and new employees. DZMM was first located at Chronicle Building in Pasig. It was in the said building where all equipment that was gathered from DWWW was assembled. After days of careful planning, the station was born, carrying the tagline **ANG HIMPILAN NG MALAYANG MAMAMAYAN**.

In July 22, 1986, DZMM went on-air. Dely Magpayo was the first ever anchor to grace the airwaves of the station with her program **Dear Tiya Dely**, followed by other broadcast icons like the late Ernie Baron, Kuya Cesar, Jun Ricafrente, Rene Jose, and Noli de Castro. As it was in the past, DZMM held on the tradition of the stalwart ABS-CBN Radyo Patrol (field reporters) of the '60s and early '70s to further develop the station's capabilities in serving the public. Mr. Jun Ricafrente, one of the original members of the team, started training new recruits. The first to be hired were Claude Vitug, Emil Recometa, Lito Villarosa and Neil Ocampo.

Also, Knowledge Power, the first ever full-length program of the station was launched. It was also the country's first-ever scholastic program on AM radio.

In September, after just three months of full-blast operation, DZMM was No. 1 in the ratings. In October 1986, the station was transferred to ABS-CBN Compound in Quezon City.

In 1987, the first ever tandem on local AM radio was introduced. Mel Tiangco and Jay Sonza were the host of **Mel and Jay** and immediately became a hit to the listeners and lasted for couple of years. It was also in the same year when DZMM build a remarkable roster of radio talents, including Korina Sanchez, Frankie Evangelista, and Neil Ocampo. On this same year, DZMM staged the first ever free medical and dental clinic that helped hundreds of our less fortunate Kapamilyas.

It was also in this year when military insurgents took over the station. However, this did not stop DZMM from delivering news to the public, the booth was moved to then undisclosed location and immediately resumed broadcasting. This action by the station proved to the public the strength and dedication of DZMM to the profession and its unwavering adherence to its responsibility to the Filipino people. Radyo Patrol reporters prove their reliability in covering numerous coup attempts, typhoon tragedies, and the death of former President Ferdinand Marcos.

The airwaves were never the same when Ted Failon joined DZMM's roster of top-notch broadcasters in 1990. His strong voice was first heard on the program **Gising Pilipinas**. All ears were on the Radyo Patrol reporters when they once again proved their dominance of the medium during their blow-by-blow coverage of the killer earthquake that devastated the provinces of Nueva Ecija, Baguio, Tarlac, Nueva Viscaya, and Metro Manila. DZMM also gave the listeners clear and vivid pictures on what's happening on other parts of the world like the **1990 Gulf War**.

In 1991, **Aksyon Ngayon**, the first ever program on AM radio devoted solely to public service was created. First anchored by no less than the unbeatable tandem of Korina Sanchez and Ted Failon, **Aksyon Ngayon** immediately soared to the top of the ratings list. Because of the thousands of less-fortunate Kapamilyas flocking the station asking help from **Aksyon Ngayon**, the executives decided to create the **DZMM Public Service Center**, the first ever separate office exclusively created for public service by a local AM station. Currently, **Aksyon Ngayon** is being anchored by Sen. Fred Lim and Kaye Dacer. In 1992, DZMM tops all other AM Radio stations in the Metro in the Philippine Survey Research Council. Also in the year, The station receives three awards from the Catholic Mass Media Awards (CMMA): Best Radio News Commentary, Best Entertainment Program, and Best Public Service Program.

On November 05, 1993, DZMM launched **Pulis, Pulis Kung Umaksiyon, Mabilis**. The program was first anchored by no less than broadcast icons, Kabayan Noli de Castro, Jay Sonza, and Mel Tiangco. It was created to keep the public informed on the activities of the Philippine National Police or PNP. It also became a venue for comments and grievances of the listening public on issues concerning the law enforcers.

In 1995, DZMM won the prestigious KBP Golden Dove awards for the Best AM Radio Station. It was also on the same year when DZMM produced the award-winning Radio Documentary, **Ang Kasaysayan ng Radyo sa Pilipinas**— the first ever radio special that won three major awards from three celebrated award-giving bodies. The documentary

was conferred with the Lorenzo Ruiz award by the CMMA, Best Radio Program Promoting the Culture and the Arts by KBP, and Best Radio Program by the Golden Pearl Award.

DZMM once again was declared Best AM Radio Station by the KBP Golden Dove Awards in 1996. It was also on the same year when President Fidel V. Ramos first visited the station for an exclusive interview with Ted Failon and Kabayan Noli de Castro. In November 5, **Jeep ni Erap** was formally launched on DZMM. The then vice-president Joseph Ejercito Estrada himself anchored the program that tackled issues concerning the masses.

Also, in 1996, DZMM became the first local AM station to be made available in the World Wide Web with its inclusion in the ABS-CBN website. All programs of the stations are broadcasted live via real audio and can be enjoyed by all Filipinos around the world via The Filipino Channel (TFC).

On December 12, 1997, a new segment titled **Hoy! Tubig!** was first aired on DZMM. This was station's answer to the El Niño phenomenon that was then devastating the country. It also contained follow-ups on the actions taken by Maynilad and Manila Water regarding reported leaks and other water services complaints that were coursed through the station. The said segment was incorporated in the programs **Todo Arangkada** and **Aksyon Ngayon**.

In 1998, from **Himpilan ng Malayang Mamamayan**, DZMM, under the leadership of then Vice-President for Radio Network Division Kabayan Noli de Castro, was re-launched as **DZMM RADYO PATROL SAIS-TRENTA** with a much stronger and bolder battle cry, **UNA SA BALITA, UNA SA PUBLIC SERVICE**.

DZMM ranked first among all AM radio stations in 1998. For the fourth year in a row, it won the KBP Golden Dove Award for Best AM Radio Station. In its continuing effort to help our less-fortunate Kapamilyas, DZMM staged the first ever **OPLAN MM** or **Malusog at Malakas na Mamamayan**. This event was first held at Sta. Cruz, Manila where 1500 residents were given medical and dental care. In June 11, DZMM aired its centennial special titled, **Ang Media at ang Kasarinlan**. In September 14, 1998, Sky Patrol, the first ever in the country, was launched. Anchored by **Ricky Velasco**, Sky Patrol changed the way of delivering and gathering news.

The station's **Iwas Dagdag-Bawas** and **Oplan MM '98** campaigns were cited as Outstanding Public Service Messages by the prestigious AdBoard Araw Values Awards 1998, besting more than 100 entries from different advertising companies and broadcast networks.

On Valentines day of 1999, DZMM staged the first ever AM Radio sponsored fun run in the country dubbed as **Run for your Heart - DZMM's Valentine Treat**. DZMM experimented programming on August 4, 1999 with seasoned Radyo Patrol reporters leaving their beats for a while and sat on the anchor's chair with the weekend newscast, Ito ang Radyo Patrol. Every week, a different Radyo Patrol reporter would do the newscast and air self-produced investigative reports.

Bantay Kalikasan, the first ever environment-oriented program was launched by DZMM on September 18, 1999.

October 18, 1999 marked a venue where DZMM gave the views and opinions of the general public on the hottest issues of the day- live via **Opinyon ko, Pakinggan Mo**. Radyo Patrol reporters took it on the streets and interviewed those who would like their voices to be heard.

The station welcomed the birth of the year 2000 with its **DZMM Millennium Special Coverage** on December 31. From the last schedule of flights of local airports, to the last sunset of the millennium, everything was reported courtesy of the formidable team of Radyo Patrol reporters and DZMM anchors.

In February 13, 2000, the annual DZMM fun-run was made bigger and better, this time it was dubbed as **Takbo para sa Kalikasan**. This fund-raising event was created to gather funds for the continuous rehabilitation of the La Mesa Watershed. In November 2001, **Ang Paglilitis**, the impeachment coverage of DZMM Radyo Patrol, became the public's first source of information on the impeachment proceedings against President Joseph Ejercito Estrada.

February 2001 marked the last episode of **Kabayan (Kapangyarihan ng Mamamayan, Balita at Talakayan)**. It is DZMM's number 1 radio program anchored by Noli de

Castro. The reason of its final airing (for now) was Kabayan Noli de Castro's entry to the world of politics.

Also in 2001, DZMM celebrated its 15th anniversary of broadcasting on-air with its richly deserved tagline, **UNA SA BALITA, UNA SA PUBLIC SERVICE**. It was also on the same year when the station tapped the power of text messaging with **DZMM TxtPatrol**. This technology enabled the listeners to voice out their concerns faster and easier. Best of all, Filipinos all over the world got to enjoy DZMM with its incorporation in the programming of The Filipino Channel (TFC).

In July 27, 2003, Alvin Elchico, one of DZMM's main anchors, proved to the public that DZMM indeed is a cut above the rest, with his exclusive coverage of the famed Oakwood Mutiny. In May 14, DZMM staged **Buntis Congress** the first ever AM Radio organized campaign promoting Safe Motherhood in the National Capital Region. The event was held at Market! Market! and was attended by thousands of pregnant Kapamilyas.

2004 marked **Musikasaysayan**. It is the first ever DZMM concert that was staged showcasing the talents of Korina Sanchez, Ted Failon, Vice-President Noli de Castro, Charo Santos-Concio, Sen. Kiko Pangilinan, Sec. Joey Lina, and with the special participation of Sen. Mar Roxas. DZMM's fierce and brave Radyo Patrol reporters took the time-out from their usual routine. That night, they showed the audience that aside from gathering earth-shaking news, they can also sing and dance!

DZMM's trademark drama theatre aired weekdays from 11:30am to 12nn, changing the way people perceived radio drama. The drama theatre featured the real life-stories of DZMM anchors like Bro. Jun Banaag, Joey Galvez, Sen. Fred Lim, and other personalities. It was also on the same year when **Sports Talk** was launched. This jam-packed sports-oriented program won CMMA's Best Sports Program on its first year of airing.

Color, music, and dynamism was the main ingredients of DZMM's strong 2005. It was on this year when listeners' first heard the DZMM theme. It was composed by Jessie Lasaten, with words of Bing Alao, Robert Labayen, and Peter Musngi (now ABS-CBN's Vice President for Radio), and sang by no less than Reuben Laurente. It was also in 2005 when DZMM's musical extravaganza **Myuzikalikasan** was introduced. This earth day concert is DZMM's way of informing the public of the importance of the environment.

In April 9, DZMM launched Basketball Patrol. DZMM's All Star team, composed of Anchors and staff, and basketball teams from key cities and barangays of Metro Manila battled it out on the hard court. This event aimed to promote sportsmanship and drug-free communities. In 2005, Radyo Patrol reporter Anthony Taberna is the first reporter to air a portion of the controversial "Hello Garci" tape.

On February 7, 2006, **SikaPinoy** was conferred with the Anvil Award of Merit by the celebrated Anvil Awards of the Public Relations Society of the Philippines (PRSP).

Also in 2006, DZMM launched the **20 Natatanging Kapamilya Awards**. This event is DZMM's way of giving due recognition to unsung heroes of the community like the house helpers, barangay tanods, health workers, drivers, etc.

It was also in 2006 when DZMM celebrated its 20th Anniversary in Cuneta Astrodome with a bang- dubbed as **Happy 20 DZMM**. The theme of DZMM was given a different twist with the Megastar- Sharon Cuneta singing the anthem.

DZMM's trademark drama theatre aired weekday afternoons, changing the way people perceived radio drama. The drama theatre featured the real life-stories of DZMM anchors like Bro. Jun Banaag, Joey Galvez, Sen. Alfredo Lim, and other personalities. It was also on the same year when *Sports Talk* was launched. This jam-packed sports-oriented program won CMMA's Best Sports Program on its first year of airing.

In 2005, listeners' first heard the DZMM theme. It was composed by Jessie Lasaten, with words of Bing Palao, Robert Labayen, and Peter Musngi (now ABS-CBN's Vice President for Radio), and sang by Reuben Laurente, a former member of the music group The Company.

On February 7, 2006, *SikaPinoy* was conferred with the Anvil Award of Merit by the celebrated Anvil Awards of the Public Relations Society of the Philippines (PRSP).

In 2006, The station celebrates its 20th anniversary with a concert, “20MM,” at the Araneta Coliseum in Quezon City. No less than Sharon Cuneta renders her own version of the DZMM jingle. Gary Valenciano, together with the Hail Mary the Queen Children’s Choir, records DZMM’s first Christmas jingle.

2007 was another pioneer year for DZMM, In April, DZMM pioneers the new face of radio with DZMM TeleRadyo. Radio listeners not only hear, but also watch their favorite radio anchors as DZMM is first televised via Skycable Channel 22.

Sources:

DZMM - Wikipedia

DZMM.com.ph

<http://web.archive.org/web/19970616222640/http://www.abs-cbn.com/entertainment/radshows/dzmm/index.html>

DWRR (TAMBAYAN 101.9 INFO)

DWRR-FM, branded as **Tambayan 101.9**, is the flagship FM station of the ABS–CBN Corporation in the Philippines. Originally founded in 1960 and Acquired by ABS-CBN in 1986, it is broadcast live throughout the Philippine archipelago as well as throughout the world via The Filipino Channel (TFC). The studios located at ABS-CBN Broadcast Center, Sgt. Esguerra Ave., Cor Mo. Ignacia St., Quezon City. Its transmitter is located at the Eugenio Lopez Center, Barangay Sta. Cruz Sumulong Highway, Antipolo City, Province of Rizal. It is a 24-hour radio station that plays OPM, Foreign Hit Songs, and K-pop.

[edit]History

[edit]DZYK (CBN, ABS-CBN) and DWWK/DWOK/OK 101 BBC Radio (BBC)

DZYK-FM is the sole FM station of the former CBN (then ABS-CBN) which originally founded in 1960 contains oldies music of the 60s and 70s, later absorbed to the newly-merged giant network ABS-CBN until 1972. When martial law was declared in 1972, both DZYK-FM, DZXL-AM and ABS-CBN were shut down under strict censorship as the FM station takes over to Roberto Benedicto and changed to DWOK-FM (as OK 101.9) of the Banahaw Broadcasting Corporation originally aired in 1973 (as DWWK) . However, it was returned and re-aired to ABS-CBN after the 1986 EDSA Revolution.

[edit]as Knock-Out Radio 101.9/ Zoo FM 101.9

The fall of the Marcos Regime brought about the return of ABS-CBN. In July 1986, then newly-formed Presidential Commission on Good Governance turned two radio stations, DWW (under 630 kHz) and DWOK-FM, over to ABS-CBN from Marcos crony Roberto Benedicto. DWOK (the former FM station of Benedicto-owned Banahaw Broadcasting Corporation) was renamed DWKO and resumed broadcasting four months later. Lito Balquiedra Jr., Vice-President for Radio, spearheaded the return of the giant network to the local broadcasting scene.

The network started recruiting both experienced and new employees and DJ's. After days of careful planning, DWKO was born – the first ever FM radio station with an AM format, carrying the name "*Knock-Out Radio 101.9*" in October 1986 and playing the best hits during that time. Less than a year later on March 1, 1987 (following *The Star Network* era), the station reformatted and became known as **Zoo FM 101.9** (DZOO-FM) Hayop Talaga! which is best known for its diamond logo and a slightly uptrend pop sound led to the introduction of OPM music and disco hits. It was also served as the home of OPM stars like Gary V, Randy Santiago, Regine Velasquez, Ogie Alcasid and

others. Two years later, DZOO-FM ended its broadcasting on July 31, 1989, giving DZOO-FM turned to current DWRR-FM.

[edit]as Radio Romance

On August 1, 1989, it reformatted again and this time it became popularly known as "Radio Romance", hence the initials RR, playing all easy-listening love songs, manned by all-female jocks. That year also signaled the station's first nationwide reach when 103.1 MHz Baguio simulcasted its signals, ensuring travelers from Manila to as far north as Ilocos Sur, uninterrupted listening of its programs.

"Radio Romance" became a title of the movie as well as a theme song of the station composed by Jose Mari Chan during its popularity. On September 30, 1996 Radio Romance finally signed-off due to give way to its station reformat.

[edit]as WRR 101.9 For Life!/101.9 For Life!

On October 1, 1996, WRR regenerated itself into a mainstream pop music station branded **WRR 101.9 All the hits, all the time!** in response to growing trend of "masa" radio or FM radio for the masses launched by 102.7 Star FM a year earlier. This format plays not only love songs, but also dance and rock hits. In 1998, it changed to **WRR 101.9 For Life!** giving life to listeners with entertainment.

In 2005, DWRR-FM's on-air personalities had dropped the station call letters (WRR) and would just say "*Alam Mo Na 'Yan! 101.9 For Life!*" (*You Already Know It! 101.9 For Life!*) lasting from 2005–2008. In late 2008, the station went another rebrand as "*Bespren 101.9 For Life!*" (*Bestfriend 101.9 For Life!*).

The station had its last broadcast under the 101.9 For Life! brand on September 19, 2009 and underwent a transition period playing automated music in preparation for a relaunch of DWRR-FM's new branding on October 1, 2009. However, due to the recent onslaught of Typhoon Ondoy in Manila, the station rebrand was postponed until further notice. For the time being, DWRR-FM temporarily went under the name "ABS-CBN 101.9 FM" or Plain "101.9".

The postponed relaunch is now set at November 4, 2009. Prior to the announcement of the launch date, the station's DJs began providing live spiels again every top of the hour since October 12. But as part of the ongoing transition, the disc jockeys had limited their use of the neither "Bespren" nor the "For Life!" slogan and no longer mention the format of the station's SMS syntax except the text hotline itself.

[edit]as Tambayan 101.9

On November 4 at 9:12pm, there was a broadcast about the history of DWRR. After that, it relaunched as **Tambayan 101.9** starting with the theme song & live debut in A Venue in Makati. Now, Tambayan 101.9 Launched its Video Streaming called **Tambayan**

TV where your favorite jocks are seen live from the booth. In between songs playing, some information plugs were seen(e.g. Tambayan's Slumbook). Just like DZMM Teleradyo, plugs were also aired during commercial gaps. Tambayan TV is aired from 8am to 8pm over the Internet

The station was also launched via HD Radio technology.[1]

[edit]Air staff

- Jack Melo
- R-Nold Rei (Mwah-Mwah-ero)
- Toni
- Martin D. (1996–present)
- Billie
- China Heart (1997–1998, 1999–present)
- Cha-Cha (Ang Dyosa sa Balat ng Radyo; Chup-Chupera)
- Charlie (Ang Bisayang Kalbo!)
- Jasmin
- Boy Kontra (BK)
- Raki
- Ronald Duck (formely known as "Parechuy" from MOR 97.1 Cebu)
- Carlo Santino (Guapo!) (from MOR 97.1 Cebu)

[edit]Former Air Staff

[edit]DZYK-FM

- Joey Galvez
- Kuya Cesar †
- Helen Vela †
- Johnny Midnight
- Joey de Leon
- Ike Lozada †
- Rey Langit
- Mario Garcia

[edit]DWWK-FM/OK 101 BBC Radio 101.9 FM

- Jun Bannag
- Eddie Mercado †
- Mike Lacanilao
- Helen Vela †
- Mel Tiangco
- Jay Sonza

[edit]Knock-Out Radio DWKO-FM 101.9

- Long Tall Howard
- Peter Rabbit
- The Unbeatable

[edit]101.9 Zoo FM

- Big O'Brien
- Dave Ryan
- Bob Curry
- George Boon
- Jeremiah Junior (now with 99.5RT)
- Lindy

[edit]101.9 Radio Romance

- Amy Godinez
- Amy Perez
- Angela
- Anna Reyes
- Big Daddy LBJ
- Bing Palao
- Bon Vibar
- Mike Cohen
- Cathy
- Clay Clavesilia
- Emily
- Glady Macalino
- Jerry Bennett
- Jess Decolongon
- Maxine
- Michiko Makinano
- Mickey
- Monica
- Nessie
- Queenie

[edit]WRR 101.9: All Hits, All the Time!

- Bob Cat
- Bob Ryder
- Bruce Allan
- Daniel Razon, aka "Dr. Clark"
- John Allen
- Ray Antonio Crisostomo, aka "Johnny Ace"
- MJ Manlapaz "Mister Jellybean"
- Nino Alejandro "Downtown Nino Brown"

- Paul Parado "Ice-T"
- Raffy Tima
- Bryan Christian
- Rick Spade
- Tom Bone
- Sam (newscaster)
- Alex (newscaster)

[edit]WRR 101.9 For Life!

- Reggie Valdez
- Candy
- Danny Bravo
- Don Angelo
- AJ Brian
- Don Henry
- Jim Robin
- Michael Vincent
- David Kiss
- Benny Davis
- Riki Kwek
- DJ Geri, a.k.a. "Ms. M"

[edit]Alam mo na 'Yan! 101.9 For Life!/Bespren! 101.9 For Life!/ABS-CBN 101.9 FM/101.9

- Pretty Trizsha

[edit]Tambayan 101.9 "San Ka Pa!"

- Laila Chickadora (now on 103.5 Wow FM)
- Onse
- Fiols (Ang Bisayang Epal!)
- Ric Rider (Daddy Ric Rider)
- Reggie Valdez

[edit]Segments

- Laughing Trip
- TNX-Tambayan News Xpress
- Anong Meron?
- Talaga?
- Heart To Heart
- Request Express
- Usapang Tambayan
- Gas,Bigas,Cash at Load

- Sikat Tambayer
- Tambayer, Kanta Tayo
- Full Tank Na Niyo!

[edit]Awards

- 2009 UP Gandigan Awardee, Best FM Radio Station.
- 18th KBP Golden Dove Awardee, Best Comedy Program for **Topsilog**
- 17th KBP Golden Dove Awardee, Best Magazine Show Host for **Reggie Valdez**
- 16th KBP Golden Dove Awardee, Best Magazine Show for **"Heart to Heart"**.
- 16th KBP Golden Dove Awardee, Best Radio DJ for **Martin D.**
- 14th KBP Golden Dove Awardee, Best Variety Show Host for **Laila**.
- 13th KBP Golden Dove Awardee for Outstanding FM Radio Station.
- 13th KBP Golden Dove Awardee for Texter's Choice FM Station – Luzon
- 12th KBP Golden Dove Awardee for Best Radio Station.
- Recognized as the number 1 radio station in Metro Manila based on the 2002 KBP-RRC Survey.
- Station of the Year in the 2002 Dangal ng Pilipinas-Consumer's Choice Awards.
- Best Public Service Ad (Pinoy, Ang Galing Mo!) in the 2002 Catholic Mass Media Awards.
- Best Developmental Information Plug (Halalan '95)
- Best Comedy Program (Request Express) in the 1997 KBP Golden Dove Awards.

[edit]Theme music

- As Radio Romance 101.9, the theme was popularized by Jose Mari Chan
- In 1999, the For-Life jingle was launched. This was sung by Jolina Magdangal and Jimmy Bondoc. This also had other shorter versions by various recording artists.
- A re-hashed version was used from March 8, 2004 to September 18, 2005 by Heart Evangelista and Erik Santos.
- In September 19, 2005 the station launched a new and hip station jingle courtesy of Vhong Navarro on vocals using the slogan **Alam Mo Na 'Yan!** in the lyrics.
- On September 1, 2007 the latest 101.9 For Life jingle was launched. This newest station theme was composed by Raimund Marasigan of Sandwich (band) (former drummer of The Eraserheads) and interpreted by Itchyworms and by Yeng Constantino of Pinoy Dream Academy.
- As Tambayan 101.9, the theme was popularized by Skabetcha Band and Empoy Marquez.

[edit]Trivia

- In November 1995, the Radio Romance jingle sung and composed by Mr. Jose Mari Chan was launched. After hearing the jingle, then ABS-CBN Broadcasting Corp., Vice President for Entertainment, Ms. Charo Santos – Concio decided to produce a movie out of the stations format which features Ariel Rivera, Gelli de

Belen, Jolina Magdangal, Rico Yan and Claudine Baretto, under the direction of Jose Javier Reyes for Star Cinema.

- 101.9 For Life is the first Filipino radio station to broadcast worldwide (Mainland U.S.A., Hawaii, Canada, Australia, parts of Europe, Middle East, Japan, Korea and other parts of Asia) via The Filipino Channel and thru ABS-CBNNow!.
- **"Heart to Heart"** is the only program retained from the original WRR program line-up. Its popularity prompted other stations with similar format to create their own versions of the program.
- Patti Austin sang a shorter version of the For-Life jingle.

NBC Station's Founding Dates

AM

DZAM 1026 kHz Metro Manila - 1987

DWRI 819 kHz Laoag - 1987

DZY1 711 kHz Ilagan - 1966

DZRD 981 kHz Dagupan - 1967

DZYZ 540 kHz Olongapo - 1966

DZYT 765 kHz Tuguegarao - 1969-1970

DWSI 1251 kHz Santiago - 1969-1970

DZSP 864 kHz San Pablo - 1966

DWAY 1332 kHz Cabanatuan - 1987

DYCB 765 kHz Cebu - 1969-1970

DXYZ 963 kHz Zamboanga - 1963

DXCL 1098 kHz Cagayan De Oro - 1975

DXRD 711 kHz Davao - 1967

DXRB 873 kHz Butuan - 1975

DXBL 801 kHz Bislig - 1972

DXRE 837 kHz General Santos - 1971

DXRO 945 kHz Cotabato - 1967

FM

DZYB 102.3 Baguio - 1978

DWYC 88.7 Cabanatuan - 1990s

DWFM 92.3 Metro Manila - 1973

DWJY 94.3 San Pablo - 1987

DZRB 95.9 Naga - 1985

DWMR 97.9 Legaspi - 1985

DYNC 101.9 Cebu - 1975

DYBC 102.3 Bacolod - 1977

DXRL 101.5 Cagayan de Oro - 1976

DXFM 101.9 Davao - 1975

DXRI 98.3 Ilagan - 1966

DXEY 96.7 Butuan - 1975

DXOK 94.7 Cotabato - 1986

DXTY 101.1 Zamboanga - 1979

DXOO 97.5 General Santos - 1987

DZBB 594 HISTORY

DZBB 580 (1950-1972)

DZBB (then DZBB 580) was established on March 1, 1950 by Robert "Uncle Bob" La Rue Stewart, in a small office space in Calvo Building, Escolta, Manila with mostly second-hand equipment and an old and surplus radio transmitter. Despite of lack of new broadcasting facilities, the station has scored many milestones with its news, senate and congress coverage, breaking news, exclusives, and blow-by-blow accounts of major national events. It also pioneered on trendsetting shows such as *Camay Theater of the Air*, *Lovingly Yours*, *Helen*, *Kahapon Lamang*, *Tawag ng Tanghalan*, *Newscoop*, *Kwentong Kutsero* and others. Some of these shows eventually went to television. DZBB was also the first to air live coverages extended not just to news and public affairs, but also to entertainment and educational programs and in 1957, DZBB moved to the new and current home at EDSA, Quezon City.

Due to the success of DZBB, Stewart ventured to television on October 29, 1961 as DZBB-TV Channel 7 with the branding RBS-7 (Now known today as GMA-7 Manila). The station seized and closed in September 1972 due to Martial Law regime. 2 years after the regime, Channel 7, DZBB and other provincial radio and television stations were eventually sold to the triumvirate of Duavit, Jimenez and Gozon.

DZBB 594 and Double B 594 (1974-1986)

In 1974, DZBB was switched its frequency from 580 kHz to 594 kHz when the AM station christened, two years after the Martial Law. Early DZBB broadcasts began after the re-opening and its events covered by the DZBB field reporters prior to ABS-CBN's DZMM, most of these like the 1978 elections, Manila Film Center collapse, first Manila visit of Pope John Paul II and the first Manila SEA Games as their firsts on radio. *News at Seven* is the first newscast also became a simulcast on DZBB.

Again from 1984 to 1986, it reformatted to ***Double B 594***, *Double B 594* is a similar counterpart of DZBB 594 ran for two years.

The assassination and death of Benigno Aquino, Jr. on August 21, 1983, has been witnessed in the Philippines. Aquino's death and funeral, also as an exclusive radio coverage chronicled DZBB's field reporters firstly to report the funeral march as they listened to their listeners nationwide at that time, GMA-7 becomes as an instrument of democracy. Also in 1986, the Space Shuttle Challenger disaster became an another news coverage and the first non-Asian media coverage on radio as many listeners had been shocked to this space-related disaster, when both DZBB and GMA-7 hired a satellite feed courtesy of NBC News.

DZBB also became the first to report the 1986 Presidential Snap elections from February 7-8, 1986, causing many voters discouraged President Ferdinand Marcos to win in the polls and to steal his last term with election-related violence erupted into chaos. Days after the elections, a secret press meeting of Fidel Ramos and Juan Ponce Enrile allowing DZBB reporters to create their interviews by promoting a military sympathy against Marcos and others led to a coup attempt, this makes a radio news interview, another first on this said station. Even the EDSA Revolution from February 22-25, 1986, made DZBB, the first to report the said event that stretched throughout the streets of EDSA and elsewhere, it also covered the simple oath-taking of Corazon Aquino in Club Filipino, San Juan as President and the downfall of Marcos paving the way to a new chapter in radio history.

DZBB *Bisig Bayan* 594 (1986-1999)

Again on May 18, 1986, *Double B 594* was simply changed to **DZBB *Bisig Bayan* 594** (better known as ***Radyo Bisig Bayan***). The station was known as "*Bisig Bayan*" during the late 1980s and early 1990s. Their new identity made the station more popular to radio listeners in Metro Manila and in the nearby provinces. Rafael "Paeng" Yabut, Bobby Guanzon, Lito Villarosa, Rene Jose, Rey Pacheco, Joe Taruc, Jimmy Gil, Arman Roque, "Manang Rose" Clores, German Moreno, Inday Badiday and Helen Vela are the personalities aired on the "*Bisig Bayan*" format.

Multiple events were also covered by DZBB reporters from 1987 to 1996, such as the Mendiola Massacre, August 1987 coup, Super typhoon Sisang, MV Doña Paz tragedy, Typhoon Unsang, death of Ferdinand Marcos, December 1989 Christmas coup, Luzon killer earthquake, Mt. Pinatubo eruption, Tropical Storm Uring, Gulf War and Ozone Disco club fire. It also includes the GMA-7 siege, second Manila SEA Games, oath-taking of President Fidel Ramos and the second Manila visit of Pope John Paul II.

Since 1986, DZBB enriched with the simulcasts of GMA-7's news, drama and talk show programs like *GMA Balita*, *Lovingly Yours*, *Helen* and *Eye to Eye*. The *Decision* election coverages are also included on DZBB to become the first radio election coverage as well.

It was also in the early 1990s when DZBB came out with "*Kape at Balita*", a morning news/commentary/talk show hosted by Bobby Guanzon and then GMA News reporter Jessica Soho.

***Super Radyo DZBB* (1999-Present)**

In 1999, the station was renamed "Super Radyo DZBB" and much of their programming focuses on news and current events and still simulcast programs such as 24 Oras, Saksi and others.

In 2010, for the first time in Philippine radio history, the two stations DZBB and ABS-CBN's DZMM made a historical simulcast when they had two children asked for help to

find the missing parents from Bohol on a rival program on DZMM Aksyon Ngayon but reunited through DZBB's program Aksyon Oro Mismo.

DWTM (Magic 89.9) History

The station began regular operations on February 14, 1986, broadcasting from the Philippine Communications Center building (PHILCOMCEN) in Pasig City, starting with a 10 on-air crew led by Bernie Buenaseda, known on-air as "Burning Bernie". It became a witness to history unfolding before the Filipinos as the station was also started 11 days before the late Corazon "Cory" Aquino became president and 7 months exactly before ABS-CBN was reopened. The Classic DJs during that period inclusive of Bernie, were the Fab 10; Little David, Joe D'Mango, Sgt. Pepper, The Gaucho, Paul Reno, Ken Fortun, Rockin' Robin (eventually becoming Rockin' V), Michael Vincent and Johnny Gizmo.

Between 1988 to 1989, the station started broadcasting 24 hours a day, which turned out to be a huge success. "The Battle of the Radios" during that era, was supported by a wide variety of spoofs and gimmicks not to mention sidekicks, (no computers, no hard drives but just a bunch of wires,) which made broadcasting ultra-creative as compared to that done with the digital technology of today.

On November 29, 1999, Magic 89.9 transferred its studios to the Paragon Plaza Building in Mandaluyong City to share facilities with sister station 99.5 RT, Mellow Touch 94.7 (now Mellow 947), DWBL 1242 and DWSS 1494.

Magic 89.9 became the first home of "Love Notes", which was initially conceptualized as a gimmick. The 15 minute counseling program hosted by Joe D'Mango became an instant hit with office workers every Friday morning. Love Notes is also aired on ABC-5 from 1992 to 1996, It transferred to its sister station Wave 89.1 in 2001.

It has become well known for making Fridays nostalgia days with the **Friday Madness** program (which was originally **Friday Magic Madness**), a format that started a trend on FM radio.

Mo Twister, after four years in hiatus[*when?*], returned to Magic 89.9, with Good Times With Mo (Limited Edition). He returned again in February 2006 with Good Times With Mo along with Mojo Jojo, then a late night show. In June 2006, it was transferred to the morning slot (6-9 AM) with a third co-host, Andi. She, however resigned in February 2007, and was replaced by Maui Taylor. Maui retired on May 30, 2007, so Andi⁹ returned in June 2007, only to leave again on November 2007. The third co-host is now Grace Lee.

On July 17, 2007, The Magic website was in operation once more to serve the net surfing Magic 89.9 listeners here and especially abroad.

Recent additions to the Magic list of programs include the *American Top 40 (AT40)* which is hosted by *American Idol* presenter and American radio and TV personality Ryan Seacrest, as well as BigFish Radio hosted by Johnboy Lee of BigFish Manila every Saturday nights which features exclusive programs by international club DJs such as Paul Van Dyk, David Guetta, Armin van Buuren and others

RADYO VERITAS vs. RADYO BANDIDO in 1986

Radio Veritas lost its original transmitter early morning February 23 when armed men blew it up. Its backup transmitter gave out shortly before 6 p.m. the same day. In the ensuing night, the Philippines - on edge over the mutiny launched by Juan Ponce Enrile and Fidel V. Ramos on February 22 - was without any information on the volatile events. A little past midnight, at around 12:10 a.m., February 24, Radio Veritas newscaster June Keithley began broadcasting from an undisclosed location. With a ragtag team of technicians and volunteer journalists feeding her information, Keithley kept a small candle of coverage alive.

They also crucially provided a platform for Enrile and Ramos to send a message to their military colleagues over February 24 and 25. Over what was now called Radyo Bandido, they kept telling soldiers and officers under Marcos' command: 'You are serving a discredited and now illegal regime. Why don't you come and join us?'

Short-handed and under-equipped, the men and women behind Radyo Bandido were unable to keep an orderly recording and archive of the historic broadcasts. Businessman and radio icon Ramon Jacinto, whose then basic and limited radio facilities were eventually revealed to have been the engine behind Radyo Bandido, was nonetheless able to capture - and now share - a 12-minute broadcast with Lt. Gen. Fidel Ramos.

96.3 Easy Rock - About Us

Profile

In 1988, DWRK began airing on the FM band in Metro Manila under ACWS – United Broadcasting Network, Inc. More popularly call *96.3 WRock*, it carried a “lite rock” format. The station was purchased by the Fred J. Elizalde Group of Companies through Cebu Broadcasting Company in October, 2008. Two months later, the station moved from FEMS Tower 1 in Osmeña Highway to its new base at the Manila Broadcasting Company complex in Star City, where it shares facilities with its sister stations – *DZRH*, *Love Radio*, *Yes-FM*, *Radyo Natin*, and *Aksyon Radyo*. On May 18, 2009, DWRH was re-branded 96.3 Easy Rock, ending 20 years of broadcasting under the WRock brand. --
"Just The Rite Rock"

Format – ADULT CONTEMPORARY / SOFT ROCK / AMR

Easyrock presents the cream of adult contemporary music from the 70s and 80s in a soothing mix with soft rock hits and rhythmic alternative sounds, while accommodating today’s powerful ballads and lush vocal melodies.

Target Audience – With our sights trained on the C1 and broad C2 markets, Easyrock’s programming directly targets car owners, young executives, and working class professionals —particularly office employees and those working in establishments with middle class to posh backgrounds such as banks and boutiques. The primary market includes those between 30-40 years old, and people who are older but still prefer listening to a station with a soft, adult contemporary format. Following the introduction of more current easy-listening hit tunes, we expect an expanded audience range to include the 20-30 age bracket. While the station caters to both men and women, female listeners slightly outnumber the males.

Programming – For radio listeners at work or on the road...the perfect soundtrack for the office or inside the car

Brand – Consistent with the established brand of WRock, which is “less talk, less noise, more music,” Easyrock is generally an easy-listening station...pleasant-sounding throughout the day, with “noise” kept at an acceptable level. Songs are relaxing and set the mood, but are very engaging and popular. A select core of English-speaking DJs match the educated and aspirational C1 and C2 audiences.

Energy FM 91.5 History (according to Energyfm.fm website)

ENERGYFM began in 1996 when Ultrasonic Broadcasting System, Inc. a Manila-based broadcasting network established its first FM Radio Station in the largest of the cities called Davao in Southern Philippines, ENERGYFM-Davao 88.3 mHz. It became Overall No. 1 in several listenership surveys for the next ten (10) consecutive years conducted by the Radio Research Council and Kapisanan ng mga Brodkaster ng Pilipinas and Nielsen Media Research. The network has also seen the comparatively vast potentials of Cebu City and has been planning to put up a radio station in the area. Indeed in July of 1998, it launched the second ENERGYFM Station obtained from lease under DYAC 90.7 mHz. It lorded the airplanes enroute to become the Overall No. 1 Radio Station in Metro Cebu in less than 15 months from launch.

While the station went on with its operations, it was inevitable for the network to find better options that would keep it steaming so, it settled to lease 89.1 mHz and relocated to a new frequency. However, it didn't stayed long there. It was in 2004, that the network was able to acquire DYLL 94.7 mHz which eventually became the home to ENERGYFM-Cebu. Today, it continues to be a top-rating station in Cebu. The success of ENERGYFM in the country's key cities such as Davao and Cebu were awe-inspiring. Now, it has to train its sights in Luzon. In 1999, ENERGYFM-NAGA DWBQ 106.3 mHz was opened. It is now the Overall No. 1 Radio Station in Naga. The network saw the promise of the future with its stations rolling with success one after another. So, it decided to establish ENERGYFM in Manila. It was launched in 2003 with its studio and office at the Sysu Centre, Panay Ave. Quezon City. It would then be the boldest and daring move ever by the network in an industry long dominated and entrenched by media giants.

The crowning glory of the network , ENERGYFM-Manila DWKY 91.5 mHz indeed made headway and soared high to become the Overall No. 2 Radio Station in Mega Manila in the 2009 Nielsen Media Research First Wave Survey. In that same year, ENERGYFM-Manila together with all of the network's stations (Davao, Cebu, Dagupan & Naga) made history when it made a Grand Slam during the KBP GOLDEN DOVE People's Choice Awards for Best FM Station. The recent addition to the ENERGYFM brand of stations is ENERGYFM-Dagupan 90.3 mHz. It's popularity continues to charm Dagupenos and Pangasinenses and today takes the pride of being the No. 2 FM Station in the recent survey by the Nielsen Media Research.

HISTORY OF 91.5 DWKY... ANG DATING ENERGY FM NGAYON BIGTIME NA!

In 1984, 91.5 BIG RADIO use to be known as KY 91.5 under Mabuhay Broadcasting System, Inc. (MBSI) which also owned DZXQ 1350 AM playing classic rock hits during the late 80's and the rest of the 90's.

Then in 1998, Mr. Manny F. Luzon, the BRAINCHILD behind ENERGY FM came in to be Fm Operations Consultant for MBSI and KY 91.5 became K91 FM playing mainly novelty and pop music.

In October 2003, Manny Luzon's Ultrasonic Broadcasting System acquired the FM operations of MBSI. Manny Luzon, the man who gave 90.7 DZMB its name "LOVE RADIO", did it again with 91.5 DWKY giving it a fitting name, for his very own competitive Fm Radio programming design. And with his BIG Ideas, DWKY-FM was relaunched under a new name, 91.5 ENERGY FM, a new recall brand "PANGGA", and a recall byline "WAG MOSABIHIN RADYO... SABIHIN MO E-NER-GY" in order to compete with 102.7 Star FM, WRR 101.9 For Life! (now Tambayan 101.9), 101.1 YES! FM, 93.9 iFM and 90.7 Love Radio.

In July 2006, The Edge Radio of United Christian Broadcasters occupied the 6pm - 6am timeslot of Energy FM. But on November 2006, UBSI reclaimed the said block and resumed broadcast on a 24-hour basis.

In August 2010, Manny Luzon left Ultrasonic Broadcasting System to join Atom Henares' PBC (where he transformed NU107 into 107.5 Win Radio). After talks between Mabuhay Broadcasting System, Inc. and PBC, ownership of 91.5 DWKY was formally transferred to Mr. Henares.

Energy FM went off-the-air on the 91.5 frequency on June 1, 2011, a few minutes past midnight.

In June 1, 2011, 91.5 Big Radio was launched at 1:15 am. It is now managed by Manny Luzon and the original competitive winner programming format he used in the old Energy FM was restored in 91.5 and made even BIGGER.

**Whatever happened to the radio greats? (from
<http://nestor092890.blogspot.com>) - with corrections
by Admin1**



Comparing past to present times of radio, perhaps there had been a lot of differences in between these time periods. And it shows if you ask a lot of people whom were barely young in the 90s than to now. Technology may be an advantage on the present times, sure social media exists and digitalization of transmission in radio signals creates wider reach and number of possible patrons, but for these guys, it doesn't matter as a lot of personnel who speaks on the microphone weren't much discriminating as long as you have a good voice, or if you don't have that good one, you can do well by modulating it. And most people that didn't have a high profile background were the pioneer ones unlike the present where one must belong to. You're lucky if you are a DJ that came out of your personal aspirations, talents and capabilities, despite not having a pleasant personality. But most of them nowadays have the latter despite having an irritated voice. And many people have noticed these, FM radio plays more beautiful songs than the present, they have less gimmicks compared to nowadays where a movie screening is sponsored. However it boils to one thing, the only thing constant is change. So with means as time goes by, there will be definitely changes that should work and be eventually embraced in a long run. So making a success in this competition of medium will still be barely a long process to handle and patience is a must virtue.

If you are a fan of those old great Manila radio stations in the 90s and 2000s like, Radio Romance, 89.1 DMZ, City Lite 88.3, 92.3 Joey, 93.9 KCFM, the pop legend 97.1 Campus Radio WLS FM, and its rocker counterpart NU 107, Kool 106 is also counted, and even to the present ones whom I can't mention all of them' perhaps you have been wondering what ever happened to them? Why the changed formats? Is still the music and personalities that I hooked up them did still exist in this frequency? I can't answer them all though this one is just my opinion and observation since I am a born in the 90s with radio all over my left and right ear (where else?) and had been listening to the radio for like one and a half decade.

89.1 DMZ, a former dance radio station owned by Intercontinental Broadcasting Corp. (IBC) who also owns government –TV station IBC 13, and where “The Mouth” late Francis Magalona and Angelo Macanaya, a.k.a. DJ M.O.D. (Master of Disaster) had their respective stints. By the turn of the decade, DMZ was reformatted to a radio station which plays Rhythm and Blues (RnB) genre for most of its time. Thus, Wave 891 (or formerly Wave 89.1) was born. Quest Broadcasting bought the station from IBC though the station's transmitter still remains at its former quarter then. Mr. Love Notes Joe D' Mango was then the head of Wave. Up to now, it lives to its name sake, and it caters to people whom loves the RnB, and Hip Hop genre.

Radio Romance, owned by ABS-CBN, whom also produced the movie of the same title way back 90s, was later reformatted to WRR 101.9 with the slogan “For Life.” This

tagline didn't only exist to Manila, but also to the M.O.R. (My Only Radio) Stations nationwide (and believe me, its Baguio City counterpart was very strong to the extent that its signal reception can even reach as far as Guiginto, Bulacan in the south. Man, how do you like that?) okay, let's get back to WRR. It had a huge success, considering many names like Martin D, Laila Chikadora, China Heart, etc were recognized by listeners, including that all-request program Request Express which airs for lunch time (11 am-1 pm.) however as time goes by, so does the level of success of the radio station. They had gone reformatted to Tambayan 101.9 San Ka Pa? almost one and a half-decade later.

City Lite 88.3, similar to Crossover 105.1 was playing jazz for most of the time, and caters to mostly on the upper class people whom really loves jazz music. It had went to Jam 88.3, owned and operated by Raven Broadcasting during the turn of the millennium. And it plays most of acoustic and alternative songs.

92.3 Joey, another dance and jazz stations, with some classic tunes on its side dishes, had been busy on the events. It was later changed for some time until TV5 bought the station from NBC and a new format was introduced, just similar to those AM band. Introduced by News5's Martin Andanar, Radyo5 92.3 News FM was born by late last year. And during the course of establishing Aksyon TV, they changed programming and give way for the said TV channel to air its shows, just similar to RHTV and the one who started it all on AM, DZMM Teleradyo.

93.9 KC FM was also one of the best pop stations in the 90s, located between its main competitor Monster Radio RX 93.1 and Mellow Touch 94.7. However when Radio Mindanao Network(RMN) changed and 93.9 iFM was established, it took them some time to regain its popularity, perhaps even before Kuya Jobert went on-air they were already at the level of one of the popular masa-type radio stations in Mega Manila. And they also introduced the digital type of transmitting radio signals, thus having a clear sound that pleases almost everyone who listens to it.

Campus Radio 97.1 WLS Fm was one of the stations I had been listening to ever since I became a radio lover. All Pop Music, information in-between, and the disc jockeys, you named them. They even had a TV plug way back then as the station was owned and operated by Global Media Arts (GMA-7) and most notable programs were perhaps Top 20 @ 12, hosted by the Triggerman which airs daily at 12 noon. Its daily countdown lasts for an hour every day and its weekly counterpart airs every Sunday for 12nn – 2 pm, over the course of it classic-music programming. However, many students were disappointed when they changed its format to Barangay LS. Perhaps they were the primary audience of

the said station. It took them some time to gain recognition either. They have been the counterpart for every Pacquiao fight airing on its AM sister station, Super Radyo DZBB 594. And what's more is perhaps the Wanted Sweetheart program airing by nighttime with Papa Dan as the main honcho.

And recently, I know if you live in the late 80s, you know what is the home of new rock, right? Quark Henares, Francis Brew Reyes, Myreme Academia, Dylan, HalikNU, Remote Control Weekend, the yearly NU rock awards, and okay, now does that sounds even familiar to you, huh? NU 107, then owned and operated by Progressive Broadcasting aired for like more than 2 decades old. Over the course, they played all rock music but during the course of time, some fans didn't became fans of them anymore. What I mean? Sure they dig rock music, but few opted to changed the frequency as time to time it's not the pure rock music (or even the underground ones) anymore that they played for. Perhaps that's because rock becomes more flexible. Even Francis Magalona, and rock rhythm on his rap songs if only you try to notice. But I'm telling you one thing. They don't have many gimmicks and still they're capable of having more audiences listening to them. That is the good side of that old radio days. New personalities came and gone later on to their respective careers and you have to love the legacy of NU then. That's why many people whom were mostly rockers and fans of the said FM station mourned out the very last night of airing of the home of new rock, to the extent that some radio personalities from other media including Magic 89.9's Tony Toni drop by to give its props to the station for bringing great music to the world of rockers around the Metro. They officially went off-air by midnight of Monday, November 8, 2010 after it played its usual signing off ID and Eraserhead's Ang Huling El Bimbo. They were off-air for a day to give way to the new station occupying the frequency. Win Radio. A lot of people had gone dismayed. However that didn't stop Win Radio as their stickers had been seen on a lot of public jeepneys or even at market stands as its support to the new radio station. It also caters to the mass audience. And they had the same case like Campus Radio. Win Radio also owned by the station that owns 91.5 Energy FM.

I have no idea what's the difference between Kool 106 and Dream FM though I know one thing is for sure enough: they were owned by Associate Broadcasting Company whom also owns then-ABC 5 (now TV5) and also, 92.3 News FM.

Another thing. 103.5, K-Lite aired for 9 years giving Metro Manila the best alternative, and you heard Vitto Lazatin there. Then after 9 years, it had gone to Heart, then later to Maxx. And Maxx Fm carried the old style of programming the Magic 89.9 had (tunog Kalye, the Early Returns The Final Countdown) and some of the former Magic jocks like King Dj Logan, The Sarge, etc.) then it went out to dance format. Until it reformatted to

Wow FM, bringing in Mr. FU (formerly of 91.5 Energy FM), also owned by Quest Broadcasting, having a 2 different type of business media alongside Magic 89.9

Some radio stations had gone changing over the course. Try to notice it in their programming. Like at Wave's. From 89.1 they were now recognized by just 89.1. Dream sounds still exists, though the KC show had moved from 92.3 to them after U92 had eventually went off and gone to News FM. Yes FM still plays the same, and same goes with 90.7 Love Radio, 91.5 Energy FM, 97.9 Home Radio, 99.5 RT (whom had went into Hit FM and Campus Radio before returning to its original namesake) and Star FM. They had just changed its tagline for the matter of business and advertising.

Magic 89.9 had also been there, though they still play pop music. It's because careers between its personnel had been always in this type of process. They come and later, they go. And they had been more hip and cool as Campus Patrollers was later named as the Junior Jocks. Still the same description: The official student DJ program of that radio station. Same applies to other types like RX whom has Radio One, etc.

The only difference is as time goes by, radio had gone to another level where DJs had eventually turned out as the next batch of TV personalities (yes, it goes flexible). For example, Mo Twister, a teenager in the 90s whom also had the same occupation as a DJ and a TV host. Another one, Grace Lee, from being Mo's one of the partners in Good Times, now became one of the hosts at GMA-7. Same goes to Samir Gogna (or Sam Sausage, then Sam YG). He had been a campus patroller then moved to RT and then back to Magic and gained recognition even as one of the candidates for Candy Cutie of Summit Media's Candy Magazine. He was then hitting Eat Bulaga and Diz Is It. Boom Gonzalez is another perfect example, ever since his days at RX 93.1 he had been a sportscaster at ABS-CBN sports, covering UAAP games. Mia Bayuga and Anthony James Bueno is another addition. Mia hosts for a TV show at Balls Channel while Tony Toni's for Where's Tony airing at Studio 23. and who will forget the duo of radio goddesses Andrea Martin Manzano and Jessica Mendoza? Andi9 had been former partner of Mo in his radio show and now the host for former early returns countdown shift which was now, Top 5 @ 5. Jessica joined her after following the footsteps of Lia Cruz at the court-side reporter of Ateneo De Manila University. And apparently, Manzano is also one of the present hosts of GMA-7's Party Pilipinas and was also a model. Aaron Atayde was also host of Quick-E on Studio 23 and for the Strike Zone (whom named after his air name Josh Strike).

Too many to notice, huh? How about the RX 93.1's Morning Rush's duo of hosts Chico Garcia and Delamar? They also are columnists for Manila Bulletin. Kuya Jobert of iFM's had been with Usapang Lalake on Studio 23. Nicole Hiyala and Chris Tsuper of 90.7 Love Radio had been on some event hosting gigs airing on TV, and commercial models, too. And most popular of them all: Papa Jack. From all-music type of medium, 90.7 had turned out to be somewhat to an even popular one, with talk programs in the morning and night shift. Thanks to these 3 guys. Their humor and advices had brought out listeners hooking up for them for a combined 7 hours (8-10 a.m. and 9 p.m.-2 a.m.)

Now, a finally have to conclude this. After a very long rundown. Here's why this one may not your favorite radio station anymore. MEDIA is BUSINESS. It means, they present something to us and if we patronize such, it means money for their part. It may be not on our part like we're paying our cable bills, or products that they sold. But it will be by all means of advertising, the lifeblood of every media organization. For them having a lot of advertisers means success on their business, which means that they have a big number of patrons, higher ratings and a much wider content, 'cause in this stiff competition you have to leave at least no room for small types of improvement. If you have to improve you have to go big time at it will come by a process. And that includes, changing formats, taglines, programming, etc. so at least when you hit by a radio station, you have to know what type of music you are hooking up to, (jokes, other information and hosts may be included) and most of them you have to feel satisfied with it. After all, audience dictates media nowadays. Needs aren't much existing, it's more of their wants (but needs should still be there no matter what.) and if you media business heads out there are trying to be a help to the people, feed them right and try to balance things up with profit.

(Anyone or anything that I missed in this entry, I'll apologize for that. But better yet if you're studying business and magament related to communications and media, do your research 'because this is just a result of my observation whether by objective or subjective matters. Anyone's opinion whose either agrees or disproves, is something I do respect. Thank you.)

DZMM's Old News Articles (from Newsflash.org)

Peter Musngi, ABS-CBN Broadcasting VP for Manila Radio Division, said that DZMM Teleradyo is now available on TFC now (www.ABS-CBNnow.com), a video and audio streaming subscription service on the internet that provides Filipinos worldwide with access to shows from ABS-CBN.

He further stated that radio must evolve for it to attract all potential audience and listeners, especially "millennial" worldwide. He explained further, "DZMM's reach via radio is limited to Luzon, Visayas and Mindanao. By going into Teleradyo, DZMM is now able to reach Filipinos who are residing outside the Philippines."

This month, DZMM will be promoting Teleradyo in California by participating in the World Caravan organized by the Philippine Tourism Authority.

He joined ABS-CBN when it resumed operations in 1986, after the ouster of dictator Ferdinand Marcos.

De Castro made waves as an anchorman of DZMM, the radio station of ABS-CBN. It was in the program that he got his popular nickname, Kabayan.

In 1999, De Castro was promoted to vice president of DZMM and as overall head of production of TV Patrol, a popular television news program. DZMM achieved top ratings under De Castro's watch.

Now listeners of DZMM can watch their favorite radio personalities via the DZMM TeleRadyo Channel 22 on SkyCable.

This breakthrough concept, launched in April, will not affect any of DZMM's original traits and qualities which have

endeared the station to its millions of listeners and made it the number one AM station for many years.

Likewise, aside from the station's hardcore commentaries, flash reports and serious facts, DZMM will continue to give its audience practical information, useful tips, and enduring companionship with its roster of dependable and award-winning radio personalities. But this time, should you choose to, their credible voices will now be matched with their faces onscreen.

There are, for one, the lively tandem of Ariel Ureta and Winnie Cordero, as they discuss various topics that matter to the ordinary Filipino. Their show, titled "Todo Todo, Walang Preno," is aired 10:30 a.m. on weekdays.

Night time, Mondays to Fridays, 10 p.m. Brother Jun Banaag is heard giving his listeners sound pieces of advice and proves to be the perfect doctor when it comes to matters of the heart.

Husband and wife Julius Babao and Tintin Bersola, on weekends, dish out useful information and entertainment to audiences all over the world in "Magandang Morning with Julius," 6 a.m.

Cory Quirino, considered a guru on beauty and wellness, is on board Sundays at 11 a.m., teaching her listeners, men and women how to improve their looks in her show, "Ma-Beauty Po Naman."

Then 12:30 p.m. every Sundays, its time for old reliable Cesar "Kuya Cesar" Nocum to play songs of the '50s and '60s era in his program, "Ikaw sa Likod ng mga Awit."

The radio personalities of DZMM Radyo Patrol 630 can now also be seen on TV via DZMM TeleRadyo on Sky Cable Channel 22. This is part of their desire to reach a wider audience. They assure their loyal listeners that even if they're on TV, "radyo pa rin ang dating ng bawat programa." All the good qualities of radio broadcasting they've been

following on DZMM for the past 20 years remain intact. DZMM is the home respected broadcasters like Ted Failon, Korina Sanchez, Neil Ocampo, Gerry Baja, Anthony Taberna, Karen Davila, Vic de Leon Lima, Julius Babao, Tintin Bersola, Pinky Webb, Tina Monzon Palma, Cheryl Cosim, Alvin Elchico, and Vice President Noli de Castro. They'll continue to serve you with the hottest news and public service. The telecast on Channel 22 started on April 12. Because of this, radio people are now more conscious of how they look. Whereas before, they can report to their booths even in simple clothes and without makeup, now, they make it a point to be properly dressed to make themselves look more presentable on your TV screens.

Definitely a first in radio is the new show, "LOL (Laugh Out Loud)," which starts airing on Sunday, August 24, 1 p.m. on DZMM.

"LOL" is a weekly talent search for the best stand-up comedian who can make the listeners laugh with hilarious spiels.

"Actually, the idea came from Ma'm Charo (Santos-Concio, president of ABS-CBN)," said Angelo Palmones, station manager of DZMM. "She probably felt that DZMM should come up with a comedy program which will lighten the mood of our audience, especially during this time of crisis.

"Kaya to be effective, we are searching for new comedians. Yes, by holding an audition," he added.

The audition for "LOL" will be on Thursday, August 28, 10 a.m. to 2 p.m. Those interested should be between 18 to 40 years old with no current TV exposure. Making people laugh should be inherent to him. Prizes at stake are a "kabuhayan showcase," a cash prize of P100,000, plus a contract with DZMM.

We asked Palmones if eventually there is a possibility for the winner to win a contract with Star Cinema and ABS CBN.

"Well, you'll never know. Kapag talent ka ng radio, maraming good opportunity na naghihintay sa 'yo."

By the way, for details, please call 415-2272, local 5659 or 5627, Monday to Friday, 1 to 5 p.m.

DZMM Teleradyo is celebrating its 1st anniversary and it's now also available in North America via TFC to enable our kababayans there to get the latest political and entertainment news from DZMM's formidable roster of top caliber anchors. Incidentally, three of its female anchors are getting married this year. First is Nina Corpus who's marrying Vince Rodriguez of Quezon in Paris on May 20, followed by Bernadette Sembrano who'll be a June bride on June 12, and Cheryl Cosim who's getting hitched in October.

Korina is glad that her "Tambalang Failon at Sanchez" on DZMM with Ted Failon can now be heard abroad through DZMM Teleradyo, along with Anthony Taberna and Gerry Baja in "Dos por Dos," Neil Ocampo in "Todo Balita," Angelo Palmones, Ted Failon, Bernadette Sembrano, Nina Corpuz, Alex Santos and Pinky Webb in "Radyo Patrol Balita," and Cristy Fermin, Jobert Sulcaldito and Alfie Lorenzo for showbiz news. This month, DZMM joins the Philippine Tourism Authority World Caravan to promote Teleradyo in California. Aside from the worldwide roll-out of Teleradyo, DZMM will soon also launch its official website www.dzmm.com.ph.

"The website will have a news page and allow people to contribute news or stories they've witnessed," says station manager Angelo Palmones, who's happy that Nielsen Media Research for Mega Manila shows that DZMM tops all AM radio stations for the first quarter of 2008 with an audience share of 7.8%.

Who "killed" Lito Balquiedra? The family and friends of the retired VP for DZMM Radio didn't know that Lito has "died" until they read it in a broadsheet (definitely not The STAR). When Lito was invited to the recent 20th-anniversary celebration of DZMM at the Araneta Coliseum, he good-humoredly said, "I can't attend because the (name of broadsheet, definitely not The STAR) has just 'killed' me." The story didn't end there. When ABS-CBN requested for an erratum, the writer said no. Was he "guilty" of "killing" Lito Balquiedra?

ABS-CBN Foundation has every reason to feel thrilled. The result of the recent AC Nielsen Radioscope's annual survey gave its educational radio program, "Bago, 'Yan, Ah!," the highest rating for all Sunday afternoon shows on the AM band in Metro Manila.

Said Angelo Palmones of DZMM: "It's a good sign for the youth and radio audience at large to know that the public now appreciate science and educational radio."

Palmones has been hosting "Bago, 'Yan, Ah!" since the radio show premiered seven years ago. For those who don't know it yet, "Bago, 'Yan, Ah!" is a science show broadcast from 3 to 5 p.m. every Sunday over DZMM 630 KHZ. The program has served as a reference point for many science-minded students, as it celebrates technological breakthroughs and new scientific information. It launched two new segments last year, "The Fisheries School" and "The Teacher's School."

"Bago, 'Yan, Ah!" has received several awards, including the KBP's Golden Dove Awards, the Catholic Mass Media Awards, and the Department of Science and Technology.

Have you, like me, been missing the voice of Ogie “Miss O” Diaz over the airlines after his show RMN-dzXL program Wow, Ang Showbiz (with co-host Fernan “Miss F” de Guzman) was cut off the air after three years? Don't fret. Ogie has resurfaced last Sept. 22 on dzMM, 12:30 to 1:30 p.m. Monday thru Friday, on the program Talakan which mixes news/tidbits/juicy-items about politics, showbiz and whatnot. His co-host is Alwell Paz (international event organizer and one of the judges of the dzMM Sunday program Laugh Out Loud). Interesting program. Try tuning in. It would even be more interesting if Ogie and Alwell bring in Miss F as foil to their witty repartee.

Nakakaaliw, nakakabaliw. These two adjectives aptly describe the riotous team-up of Ogie Diaz and Winnie Cordero who are hosting DZMM's Careful, Careful (2:30 to 4 p.m., Monday through Friday) while Inday Badiday is on sick leave. Ogie and Winnie are such a delight to listen to because they are funny, witty, lively and not at all negative. They should have a permanent slot of their own. Shouldn't they, Peter Musngi (a.k.a. Peter Rabbit, DZMM station manager)?

President Joseph Estrada's radio program, "JEEP NI ERAP: Ang Pasada ng Pangulo," is on the air again starting Saturday, Sept. 12.

Every Saturday, between 9:00 a.m. and 10:00 a.m., the radio show is brought to Filipino households through the combined facilities of DZMM and the government-owned Bureau of Broadcasting Service-Radyo ng Bayan.

JEEP NI ERAP was heard over DZMM on Saturdays from November last year up to February 1998 or just before the start of the last presidential election campaign.

Amy Perez took a “career move” by quitting as host of dzMM’s midnight program AMY (About Me & You, replaced by Francine Prieto as Bobby Yan’s co-anchor) and hosting the getting-to-be-popular/-top-rater Face to Face on TV5.

Energy FM 106.7 rebranding articles

Cojuangco's Dream FM rebranding

Businessman Antonio “Tonyboy” Cojuangco is looking to break into the crowded but lucrative music radio industry with an established brand catering to listeners from low-income households.

At a press conference earlier this week, Cojuangco said radio station 106.7 Dream FM, which he owns, would be rebranded as “Energy FM.”

Energy FM, operated by Ultrasonic Broadcasting System Inc. (UBS), previously aired on 91.5 FM (frequency modulation).

UBS chairperson Rebecca Ann Sy said Energy FM aimed to maintain its position as one of the top five highest-rated FM stations in the country today, even with the move. Sy added that she considered the transfer a “challenging” move.

“Making Energy FM on Dream 106.7 a really compelling brand and making it grow its business to an even more meaningful market share are a challenge that I will never shy away from,” Sy said.

UBS is owned by the SYSU group of companies, a family-owned conglomerate that distributes imported food products in the country.

Cojuangco, for his part, said he was optimistic of the prospects of his new station, which had earlier catered to the high-income market.

He said that targeting the “D” and “E” market was likely to be more profitable for the company, saying that though individuals in these groups have less to spend, they make up the bulk of the population.

“There are only 15 to 20 big advertisers on FM radio. And most of the products they make are targeted for the lower-income markets,” Cojuangco said.

“They are doing things to market the new station that I never would have thought of doing,” Cojuangco said, referring to the Energy FM team. He declined to disclose details about the deal, saying that revealing too much would put the new venture at a disadvantage against its more established rivals.

Former TV5 owner expands footprint in FM radio business

A RADIO station owned by the former chairman of TV5 has partnered with a second radio station catering to the mass market.

In a briefing, Antonio “Tony Boy” Cojuangco, the owner of Dream FM, told reporters that he entered a partnership with the owner of Energy FM to improve the format of its Dream FM, which caters to the A and B market.

Dream FM 106.7 offers less talk and more music, and caters to the high-end market. The station airs in a smooth jazz format, with R&B, Soul, Bossa Nova and House.

Cojuangco held on to his FM radio station when he sold TV5 to the group of Manuel Pangilinan.

“There is a verbal agreement that we will be together. But, there is no formal arrangement yet. As the months go, we will eventually see if the partnership will be on a permanent basis. We believe on their programs and marketing,” Cojuangco said.

Cojuangco expects to improve their market share as the D and E segment consists about 60 percent of the total market, while the remaining 40 percent is the A and B crowd.

“I’m very confident that our marketing skills will bring more advertisers,” Cojuangco said.

With the partnership, Energy FM, managed and operated by Ultrasonic Broadcasting System Inc. will handle programming and the marketing of Energy FM on Dream 106.7.

Prior to the agreement, Energy FM, which ranked number five in the industry aired on 91.5 FM.

Rebecca Ann Sy, chairperson of UBSI said she expects to replicate its success and make Energy FM on Dream among the fastest growing media brands.

“The engagement of this team will surely strengthen and solidify 106.7’s base of listeners, allowing it to expand not only its reach to even more Filipinos but its business potentials as well,” Jose Mari Lagdameo, general manager of Dream said.

“This team will be our shortcut to the top. They have been at the top of their game for the longest time so they are obviously doing something right,” he added.

"Kool 106's History Revisited" by Jay P. Mercado (PART 1)

KOOL 106 was conceptualized in late 1991 when ABC 5's Edward Tan took in George Boone (BM, XB, RT, EI, LS, KISS, ZOO) as the station manager for their FM radio network. With ABC 5 a fledgling organization that was to rise in February 1992, Tan wanted to make sure that his FM radio affiliate would similarly make a dent in the broadcast circles, similar to what he envisioned his TV network to do. They were able to collar the 106.7 mhz in the FM band, then an empty frequency that was not being used.

KOOL 106 was designed to become an adult contemporary station featuring the hits of the 70's to the 90's. It was an innovative, bold and creative approach towards radio programming as no pop radio station dared to do so. While there were a couple of stations that may have done this (Mellow Touch, Love Radio, DM 95.5, WRock), these were not pop stations. KOOL was the first to breakthrough with this approach in programming. Other pop radio stations featured a day or two of oldies (Magic, RX, WRock, RT, Mellow Touch) but they never dared to put this in their regular programming interspersed with the current hits.

Skeptics at the start didn't believe the program would fly. Boone, though, had a different notion. He felt that the peak of radio listenership happened in the 80's and that those who grew up in the 80's were looking for a station that will give them the identity they can relate to. Similarly, current pop hits weren't as big as before, thereby necessitating the inclusion of various oldies in the playlist. Similarly, it was done to synergize the market of ABC 5 since their primary target market were the young adults aged 21 and above. Hence, the BIG MIX tag.

The station armed itself by securing the top veteran jocks who knew their music. Program Director was Bob Novales (The Bug of LS and DMZ), one of the most knowledgeable personalities in the music business. Also with the original cast were Eric Eloriaga (Eric Caine of RT and KISS), D*ckie Aracama (D*ck Reese of KISS and RT), Sonny Zarate (Sonny Zee of RK and KISS) and neophyte Arvi Villamarzo (The Raven). Newscasters were Marivic Sanz (Vicky of ZOO) and Eliza Gotico (fresh graduate from Assumption). The Raven eventually became the merchandising voice over of ABC 5 for a couple of years. A few months after, veteran jocks Joel Domino (KY, RT, CT) and Martin Gill (RT) joined the stable. Newscasters Gidget Alikpala (who became an ABS-CBN

newscaster), Candace Geron (who became an ABC 5 and GMA 7 newscaster) and Ultima (later to join RT) were also added in the roster.

"Kool 106's History Revisited" by Jay P. Mercado (PART 2)

KOOL 106 prides itself for a lot of pioneering moves. Here's a list:

1. First radio station to play 70's, 80's and 90's in their program clock on a daily basis. You get this today with RJ 100 and other radio stations except that the programming was tighter and more solid. Power hits to recurrents to solid gold to real oldies were synergized in the program hourly clock.

2. First radio station to give away huge cash prizes on a daily basis. The promo was called "THE KOOL CASH PAYOFF," whereby a song is played and is identified as the money song of the day. Once the song is repeated anytime of the day, the 106th caller by the time the song is replayed will win a cash prize anywhere from P1,000 to P10,000.

3. KOOL started in 1992 by breaking out one hit after another. They didn't rely heavily on Top 40 tracks as practically all other pop radio stations were doing the same. Instead, KOOL relied on resourcefulness and research to play tracks that they feel listeners would appreciate. When they started out in 1992, they were playing AC hits like Love On A Rooftop by Desmond Child, Heal The World by Michael Jackson, If You Ask Me To by Celine Dion, Beauty and the Beast by Peabo Bryson and Celine Dion, Steep by Lauren Christy, Tasmin Archer's Sleeping Satellite, Silent All These Years by Tori Amos, Vanessa Williams' Save The Best For Last, I Wonder Why by Curtis Stigers, Mariah Carey's Don't Let Go, among others. When they came out with a KOOL 9 at 9, a daily countdown featuring the Top 9 requested songs for the day held every 9PM daily, their first #1 song was Dion's If You Ask Me To.

4. KOOL 106 was also the first pop station to put out a fixed playlist from sign-on to sign-off, seven days a week. This was unprecedented back then, especially since no pop station ever tried to do the same approach and just gave enough latitude for their DJ's to

work within the programming clock. Unfortunately, doing so also made for scattered programming. KOOL's playlist, an extensive one, would have been prone for such had the fixed playlist not put in place. The Bug diligently came out with the playlist and was strictly followed by the DJ's. Hence, the Big Mix actually came out with one of the tightest programming in FM radio history.

5. KOOL eventually came out with various tracks exclusively played at their radio station for at least 2 months, and eventually becoming mainstream hits. Tracks like Orup's Keys To Your Heart, Everything But The Girl's Didn't Know I Was Looking For Love, Side A's Pangako and Sana Naman, Clair Marlo's string of hits (starting with Till They Take My Heart Away), Babyface's When Can I See You and Never Keeping Secrets, became venerable staples in their playlist. And these perhaps were some of the reasons why KOOL established a loyal following early on.

6. Perhaps the most outstanding radio weekly program ever to be produced in FM radio history was "The Thirtysomething Special," hosted by The Bug. While many thought RX's Back the 80's (before Back to the 70's) program hosted by Chico Garcia was a pioneering effort, it was actually a cheap copycat of The Bug's 2-hour program aired every Sundays from 8-10PM. Everything about the program was sound – the playlist, the script, the segue, even the merchandising involved. It was also perfect nightcap for those unwinding and preparing for the rigorous week ahead. As I said, I would rank "The Thirtysomething Special" as arguably the finest radio weekly special produced in local radio history.

7. On the 30th minute mark of the program clock, the KOOL KLUB MIX was heard. It was a 6-8 minute feature of three different dance tracks of the 80's mixed together the way disco DJ's used to do before. Then radio assistant Marc Gorospe (who eventually became the station manager), a mobile disco DJ himself in the 80's, was responsible for the mixing. It was ideal for listeners who were in their late to mid-20's, allowing them to recall their younger years.

There you go. The real history of where the BIG MIX came from. I was quite disappointed that even Wikipedia couldn't even come out with a historical account of KOOL 106's history from its inception but I hope this helps. I only recounted the moments from 1992-1994 when KOOL was not only in the Top 10 of the FM surveys, they were also doing very well in the sales department. Eventually, when KOOL 106 became more mainstream (another term for "masa"), they remained in the Top 10 but

somehow lost steam in the revenues game. Apparently, ad agencies wanted the old KOOL format when the listeners actually had the purchasing power to buy their products.

After 4 years, ‘Pambansang FM’ gets its groove back on air

QUEZON CITY, METRO MANILA-- Almost 20 years ago, Pinoy Radio DM 955 (FM 95.5) went on air, becoming one of the more renowned all-original Pinoy music or OPM stations.

It was also among the first radio stations in Metro Manila to cast disc jockeys that spoke a mix of Filipino and English. The station lasted for almost a half-decade until it went off the air in 2007.

Almost a decade later, the newly revived Pinas FM 95.5 carries the tagline “Ang Pambansang FM” (The National FM) in the hopes of regaining its foothold among the OPM-loving radio listeners in the metro.

Around 10 DJs man the new station, some of them veterans in the business like Sir Gen (Subardiaga), Raymond Stone, Marky Mark, Moody Jam, among others.

The new radio station, which officially went on air only last April, will be facing stiff competition from at least 10 more stations now using Filipino as a primary medium, as well as playing mostly OPM.

Edwin Logina, known to many as DJ Rick Stryker, is one of the mainstays of the new Pinas FM 95.5. Logina said that since they went on air, Pinas FM 95.5 has been gaining ground among former listeners of Pinoy Radio DM 955. This is because many of the current generation of listeners were once tuned in to the old station to listen to their favorite Filipino songs.

“The 90s was the epitome of the big Filipino bands. There were the Eraserheads, Rivermaya, and Parokya ni Edgar that young listeners of that time grew up with. Now, there's a revival of those types of songs and even young listeners now are becoming more interested in big Filipino bands,” Logina said.

But times have changed, according to Logina. When the old Pinoy Radio DM 955 closed shop, other radio stations copied the Filipino-speaking radio jock format and also played a lot of OPMs, mixing these with foreign artists. Through the years, the number of radio stations that had Filipino-speaking DJs rose and the competition for market share became stiffer.

Logina said these radio stations were all going after the C-D bracket of listeners. These are what might be called the baduy or jologs market, who are listening to a lot of Filipino big band music. This can be attributed to the number of concerts and events where local bands and musicians were playing.

Likewise, the popularity of Filipino artists in the international scene, such as Charice Pempengco, and Arnel Pineda have also raised the awareness of Filipino musicians among the lower bracket who also aspire to become like these Filipino international celebrities.

Even Filipino boxing hero Manny Pacquiao who started his own music career along with his boxing career, has also increased interest among Filipinos to sing some form of pop and novelty songs. Thus, the growth of radio stations catering to these types of listeners increased.

Even the DJ has somewhat evolved, according to Logina. When DJs were once favored for their almost perfect English accent, and smooth, low-pitched voices, today's DJs have to become entertainers who talk like the common Filipino, use sound effects, and breaking the fourth-wall (talking directly to the audience as if they are in front of the DJ).

They also spend time talking about issues and deliver them in amusing (sometimes crass) ways.

“DJs re now higher-level entertainers because they have to get the attention of their listeners and keep them hooked. They’d use the ‘common tao’ way of talking to make them feel that the DJ is right beside the audience,” Logina said.

While the stakes seem to be higher for Pinas FM 95.5, Logina notes that the listener market for Filipino music remains high.

“We’re just fine tuning everything now. Eventually, we’ll be extending to a much wider audience through streaming audio over the Internet. That’s something to watch out for.”

loQal.ph (<http://loqal.ph/>) is a website owned and operated by Filquest Media Concepts, Inc. It works under the principle of giving voice to the voiceless, empowering Filipinos and uplifting the image of the Philippines by highlighting its unique culture. To do this, the loQal.ph team produces stories, video, photos and other multimedia content types to inspire and celebrate Filipino achievements, ideas, products and places.

(with a slight changes by <admin1>)</admin1>

DZRH History

DZRH (666 kHz Metro Manila) is a radio station in Metro Manila owned and operated by the Manila Broadcasting Company. The station's studio is located at CCP Complex in Pasay, Philippines, while the Transmitter is located at Brgy. Malanday, Valenzuela. DZRH is a 24-hour operating station except on Sundays where it Signs-off at 12:30am and during Holy Week where it signs-off from midnight of Good Friday and lasts until 4:00am of Easter Sunday.

At present, DZRH is considered as one of the top stations in the AM band in Metro Manila and is recognized as the oldest radio station in the Philippines. It now broadcasts nationwide thru an array of relay stations, each with its own frequency, re-broadcasting the national feed from satellite.

DZRH can also be heard on the internet. Through these websites, the station has become a pioneer in the use of various interactive features - a live chatroom where listeners can feed comments to the station in real-time, two modes of VOIP that can be used to call the station and participate in open-line discussions, and an online discussion forum called "Damdaming Bayan Online". A sizeable number of listeners from all the over the globe now make up the DZRH Global Community, which is maintaining the listener website as a means of interconnecting, and somehow taking part in the preservation of the Filipino culture.

Though it is one of the oldest radio station in the Philippines, DZRH was not the first. The first radio station in the Philippines was the now defunct KZKZ, which began broadcasting from Manila in 1922.

Samuel Gaches, owner of the department store H. E. Heacock Co put up KZRH 650 K.C. in July 15, 1939. That time, DZRH joining earlier stations KZIB, KZRF and KZRM. At exactly 6 in the morning of July 15, 1939, announcer Hal Bowie took his seat before a microphone in a little studio booth at the top of the Heacock Building in Escolta (the commercial center of Manila during the American occupation.), and bid his unseen audience "Good Morning". Thus was born the fourth commercial radio station to operate in Manila. Other sources say the first test studios were located at the port area of Manila.

In just a few years, with the entire Philippine archipelago caught in the maelstrom of the Second World War, the fledgling station - which took the call sign KZRH - would buck the challenge of history and remain as the only surviving radio station in the country. A year later, the firm acquired KZRC (from store owner Isaac Beck) to cover the Cebuano market.

Its auspicious beginnings as the mouthpiece of one of the largest department stores in the Pacific must have laid the groundwork for the station's commercial viability all these years – a major factor in the survival of the so-called “stepchild of media arts.”

In 1941, when the Second World War broke out, DZRH was commandeered by the US armed forces to become the Voice of the Philippines, which broadcast pro-democracy propaganda until the fall of Corregidor in 1942.

New as it was, KZRH management led by Bertrand Silen (Silen is one of the pioneers of Philippine Radio when he joined Radio Manila, KZRM together with Johnny Harris (also a pioneer of KZRM) was not just armed with the technical know-how in radio operations, but likewise had fundamental marketing knowledge down pat. They knew what radio listeners liked and disliked.

Musical variety shows, comedy skits, and short newscasts were the order of the day. Jazz and ballads became standard fare. Together with American wit, the English language spread. KZRH found itself as an advertising medium, with sponsors like Purico underwriting specific shows which carried their names. Apart from 15-minute blocktime sold to advertisers, commercial spots mixing announcements with music were also produced. KZRH found itself amidst lucrative times.

Then came the grim shadow of war. The Japanese Imperial Army took over the sophisticated equipment, which eventually got blown sky-high by the Americans. And while Silen's staff – considered the best in the Far East – found themselves either in Bataan, at the internment camps of Santo Tomas and Los Banos, within the guerilla movement, or simply felled by enemy bullets, plans for the rebirth of KZRH upon liberation were kept alive.

Silen was appointed Chief Coordinator of Information by the American High Commissioner. Instead of destroying KZRH equipment as the USAFFE had done to the other stations to prevent their use by the Imperial forces. Silen's staff brought a shortwave transmitter to Corregidor and built a makeshift radio station, which General Douglas MacArthur christened as the Voice of Freedom.

Few years after the first sign-on, The puny 1,000 watt transmitter which carried Hal Bowie's "Good Morning" had been replaced with a modern 10,000 watt facility. Its studios had been enlarged, improved and equipped with the finest technical equipment then available. The public response which could be described now as "fantastic". KZRH had become Number 1 among the four fiercely-competitive radio stations in Manila.

However, Japanese forces eventually found equipment hidden in the basement of the Heacock building in Escolta, and use these to continue broadcasting as KZRH. It was here that General Jonathan Wainwright eventually announced the USAFFE surrender to the Japanese Imperial Army. The call letters were changed to PIAM, and the station bombarded listeners with music, language, literature, and even calisthenics - the Nippon way.

MacArthur's return and the American declaration of independence for the Philippines signalled the postwar reconstruction of Philippine radio. Upon being released, Silen sought help from the National Broadcasting Company in New York to secure new transmitters, and with the Elizalde family (Maestro Frederico Elizalde and his brothers then-Ambassador JM Elizalde and Manuel "Don Manolo") financing the new operations at the Insular Life Building on Plaza Cervantes.

KZRH was back on the air under the auspices of Manila Broadcasting Company on July 1, 1946 – just in time to cover the inauguration of the new Republic. Since then, KZRH cover the succeeding presidential inaugurations from Manuel Roxas, Sr. to the current president, Benigno Aquino III. The same year, MBC launched its sister stations in Manila, DZMB (now on 90.7 FM) and DZPI (frequency owned by DWIZ).

In 1949, KZRH is the first radio station in the country to broadcast simultaneously on AM and on short wave frequency, thus covering the Philippines from Batanes to Tawi-Tawi.

Soon after, the International Telecommunications Union adjusted the call letters of Philippine radio, and all allusions to the western United States through the letter K were removed. Until today, all radio stations in the Philippines begin with the letter D. In the 50s, DZRH pioneered the first mobile broadcast in the country emanating from the "Coriana", the yacht of former-President Elpidio Quirino.

What followed in the next three decades is now collectively known as the golden years of Philippine radio. Programming flourished and a new breed of radio personalities became cultural icons. As the recording industry grew, the live orchestras of yore soon gave way to music on vinyl. Cover versions and Disc Jockeys came into being. Radio dramas hit an unprecedented boom, eventually translating to the celluloid screen.

Lina Flor's immortal *Gulong ng Palad*, which debuted in 1949, led a slew of soap operas that filled the airplanes in the mornings and afternoons. Because they had the housewives and sometimes the rest of the domestic ménage as captive audiences, these dramatic serials were strongly supported by major advertisers whose sales messages got very close attention through each saga. Radio dramas picked up on domestic relations, but also featured action, adventure, horror, and even murder-mysteries. Appealing to the imagination as well as to real-life need, DZRH secretaries fondly remember some callers even insisting on speaking to Ginang Hukom herself. Radio drama is one of the traditional history of Philippine radio before the rise of television industry. Although, radio drama continues until today (only *Ito ang Palad Ko*, one of the longest-running drama anthology series since 1973).

Indeed, DZRH easily adopted the habit of setting trends and institutionalizing them. Sportscasting dean Willie Hernandez, the network's comptroller in the mid-fifties, lent his voice to sports coverages and in so doing, made legendary Filipino basketballers like Carlos Loyzaga, Francisco Rabat, and Luis Lorenzo household names.

The feisty commentator Rafael Yabut, also had his sterling years with DZRH. Starting out as the station electrician, he rose through the ranks to become the station's PR man. Loyal fans kept glued to their radios when he hosted the game show *Ruleta Musikal*. On

the top-rating Tayo'y Mag-aliw, Yabut dwelt on government and politics, family values, trivia, and entertainment.

But it is easily Dely Mapayo who has been - up to this day - the most widely known personality behind the microphone at DZRH. Her easy chatter, contagious laughter, and sparkling wit won her sponsors and hosts of listeners through her career's work. From the PMC-backed Tugtugin Natin to Himig Panghapunan in vintage years, and eventually the starkly simple Tiya Dely, which DZRH still airs today, the lady and the station have remained synonymous for over 50 years. Radio quiz shows also emanated from the DZRH studios. In Spell-to-Win, household appliances were at stake for someone who could spell words like "bouillabaise". On Best of the Band, popular crooner Bimbo Danao tried to stump the audience with his original game format a-la "name that tune." And on Palmolive's Knowledge Unlimited, even listeners contributed questions such as "what war took place in 1812?"

The Vicks Variety show opened doors for a new program format that addressed Tagalog-speaking audiences with pop-concert presentation of Philippine music. Singer Jimmie Navarro who won the DZRH radio popularity poll, replaced Mystery Singer Cecil Lloyd and teamed up with Priscilla in performing a new romantic duet every week. While listeners wrote to request old favorites, new compositions were also introduced to the public.

Letter-sending, has indeed, contributed greatly to the way DZRH developed over the years. Ira Davis, who produced the long-running programs of Philippine Manufacturing Company, patiently read through thousands of letters that came in every week. The notes were routed to management and gave them firsthand information on what sort of radio entertainment – even commercial copy – that listeners preferred. And the advertisers took note of those market preferences.

In 1972, when then-President Ferdinand Marcos declared Martial Law, DZRH was temporarily closed for a few months. It was the only other time in DZRH's history, since World War II, that broadcast would be interrupted.

In 1978, DZRH launched *Operation Tulong*, a socio-civic organization that helps the people in the time of calamities and in their condition.

In later years, DZRH received more immediate feedback -- through the telephone, through pocket pagers, through mobile technology, and today, through cyberspace. But the formula remains the same: innovate...improve...listen...keep the pulse. And decades hence, the station which survived the horrors of war is also surviving the competition. DZRH as the flagship station of Manila Broadcasting Company is proud to be the purveyor of news as it should be delivered, adhering to the highest standards of broadcasting excellence in the country. It continues to be a witness to Philippine history as it unfolds, and yet remains faithful to the mandate of fair and responsible journalism. In 1986 it was the only station that aired nationwide a detailed account of the ouster of President Ferdinand Marcos. Three years later, DZRH reporters found themselves risking life and limb to keep the public abreast of the attempted coup d'état, and manifesting its spirit of compassion to wounded rebel soldiers.

The country tuned in and listened as DZRH covered the Snap Elections of 1986, the EDSA Revolution, and the peaceful installation of President Cory Aquino as a result of People Power. In 1989, DZRH celebrated its 50th golden anniversary by launching "50 Taon ng Radyo", a spectacular event happened on Sunday, July 23, 1989 with parades, games, events, concerts, ceremonies and anniversaries with fireworks display and indoor fireworks happened in Rizal Memorial Stadium and Araneta Coliseum.

In 1994, MBC celebrated its 55th Anniversary with another first in Philippine Broadcasting. The launch of the DZRH Satellite Radio Network, bringing to life the vision of "One Nation, One Station." For the first time, a single station truly covered the entire Philippines, reaching 97% of its communities.

In July 2002, DZRH studios were moved from FJE Bldg. in Makati City to CCP Complex in Pasay City.

In 2009, DZRH celebrated its 70th anniversary by launching "Fiesta Sitenta", a milestone in Philippine history goes out in a parade and concert performed by today's top-radio anchors and hosts happened in Star City.

DZRH today boasts of veteran radioman Joe Taruc anchoring the DZRH team in defining the public affairs program genre from the Pinoy perspective. Despite the seeming erosion

of the morning news by the telemagazines, Taruc remains confident that nothing beats the immediacy of radio.

DZRH News Director Andy Vital, on the other hand, has taken new media by the horns for the station's benefit. Internet radio and live chats are used to maximize the station's accessibility to audiences both here and abroad. He has also encouraged popular DZRH announcers like Ruth Abao and Rey Sibayan to maintain individual blogs. And with his iconic colleague "Lakay" Deo Macalma seemingly attuned to the secret lives of public figures and celebrities alike, vigilance in good governance through reports from his bubwits is still in keeping with the station's mien for popular entertainment. But perhaps it is in the field of public service where DZRH has truly earned its merits. Through Operation Tulong - the station's socio-civic arm first launched in 1978 -- corporate social responsibility and anonymous Samaritans work hand in hand. Armed with their credo of *Serbisyong Bayan*, DZRH responds to the needs of the ordinary man-on-the-street with the same compassion and determination it devotes to massive disaster-relief operations, through networking support from advertisers, NGO's, and government agencies.

Over a decade ago, the station embarked on a "One Nation, One Station" initiative, expanding its coverage to an unprecedented 97% of the Philippine archipelago. To date, DZRH is the only station in the country that is on the air nationwide 24/7 on stereo-quality, simulcast via satellite to relay stations in key provincial cities. Through all these, DZRH and the top brass at Manila Broadcasting Company have remained fully cognizant of their target listeners and have used this to master their programming thrust. They have convinced advertisers to support their efforts at activation and integration in reaching mass audiences. DZRH taps into the consciousness of the Pinoy, takes inherent socio-cultural phenomena like fiestas, raffles, and machismo sports. . . and actively makes them tick. At the same time, through creative thinking by the staff and high-quality execution by their announcers, DZRH has translated traditional broadcasting techniques like talk-radio and soap operas into productive and impacting forms of integration or product placement that have become increasingly more efficient in moving brands across a complex media landscape.

But it is the way DZRH announcers today relate to their listeners that truly spells the difference. It is a legacy handed down through generations of broadcasters who knew their audiences. It is foresight brought about by the changing of the times. It is a style acquired through personal interaction with the man-on-the-street. And it is a mantle of leadership, new experiences, and empathy toward mankind brought about by having made it through 72 years.

History of OneRadio Management / UBSI

The aperture of the nineties, in 1991 witnessed the acquisition by conglomerate SYSU International of the broadcast franchise of Ultrasonic Broadcasting System, Incorporated including its lone radio station operating in Manila, DWLR 1494KHZ-AM.

The station underwent certain transformations; it had to change its name from 1494 DWLR into 1494 DWSS and later to 1494 K-LOVE. The conglomerate while adjusting to the nuances and peculiarities in broadcast and considering its strong family religious background opted to make a legacy in broadcast by making K-LOVE a Religious Station.

Then it sailed on toward the middle of the nineties, in 1996, a new dawn flickered for what would become a new era for Ultrasonic Broadcasting System, Inc. (UBSI). This is the year when MR. MANNY LUZON, a young broadcast executive who is known for his brilliance in Broadcast management and programming came in. He first took the cudgels of managing the station and introduced gradual changes, with his practical understanding in programming. He was instrumental in changing the identity of K-LOVE from a purely religious station into a viable commercial medium and went on to restore the name DWSS with a new format. The station sold slot to block timers. Definitely, it has never ended up in AM. With Mr. Luzon's management framework and programming vision, the network potentials were unleashed.

By exactly that same year, 1996 the network started to grow and launched its first FM Radio Station called ENERGYFM 88.3 mHz in Davao City. In just five (5) months from launch, it made a dent and landed TOP 3 most popular station in a survey conducted and then went on to become the Overall No.1 Radio Station through the succeeding years for 10 consecutive years.

The impact was very encouraging and in 1998, the second UBSI FM Station was launched in CEBU, the 94.7 ENERGYFM –CEBU. Just 15 months from launch, it became the No.1 fm Radio Station in Metro Cebu based on the RRC Listenership Survey in 1999.

From Davao and Cebu, UBSI launched its first FM station for the Luzon area. It was in 1999 that ENERGYFM-NAGA was born. The latter started operating at a measly 800 watts low power until the next three (3) years. However, despite this low power it was like quick to be noticed by the listening public. The brand of programming was bigger than its power. In the third quarter of 2002 it came out No. 6 in the survey, a good showing to consider. Noticing this development the network improved the station's power capabilities and installed a 5-kw transmitter. Two years after, in 2005 the station soared at No. 2 and in 2008 it finally claimed the No. 1 Overall Spot in Naga Region until today.

As UBSI saw the promise of the future with all its stations rolling with success one after another it didn't took long for management to decide for the next plan- hit the BIG City, Mega Manila and hit it BIG right there. It would then be the boldest and daring move by the network in an industry long dominated and entrenched by media giants. The Asian financial crisis and the swirling global recession challenged all its plans but management was able to exercised business prudence intelligently and the plan was a go.

Finally in 2003, it marked the birth of ENERGYFM-MANILA 91.5 the crowning glory of the Ultrasonic Broadcasting System, Inc. No less than the prime mover and the "energy" of UBSI & General Manager, Mr. Manny Luzon concurrently assumed as its first station manager.

With one AM station in operation it came to pass in 2004, that a negotiation occurred between UBSI and FBS to swap stations. FBS Network owns and operates 2 FM stations in Cebu and Dagupan, respectively. And so did both networks agreed to the terms and swapped stations; One (1) AM STATION DWSS against two (2) FM Stations, DWLLFM-Cebu and DWKTFM in Dagupan. UBSI suddenly swelled into a network of five (5) FM stations like the proverbial quote, hitting two birds with one stone.

In December of 2006, ENERGYFM MANILA underwent aggressive rehabilitation in engineering and programming. This lead to the installation of a powerful 25 thousand-watt FM transmitter and the transfer of the antenna system at an imposing 7000-ft. high tower at Strata 200 building located in Ortigas Center in Pasig City.

The programming genius in Mr. Luzon was unleashed and aggressive programming innovations were introduced. In less than a year, ENERGYFM Manila was on the radar screen of the ratings game. When Nielsen Media released its study in August of 2007, ENERGY FM Manila stunningly made it to the TOP 4 Most Popular FM Stations in Mega Manila.

The year 2008 marked a pivotal chapter in the history of UBSI. SYSU had passed on ownership and control of the network to its new owners and this has shaped a new course for the company.

With the new Board of UBSI headed by its President Rebecca K Sy and Vice-President Manny Luzon, the network got a bigger boost and went on to solidify its existence in the broadcast industry.

Just as 2009 rolled in, ENERGY FM Manila was already on the edge of making history. Once taunted as a dwarfing network and station at that, in the domain of media juggernauts, it finally made its presence felt. By the first quarter of the year, it would become the Overall No. 2 Radio station in the whole of mega manila by the Nielsen Media Research Study first wave 2009.

With these successes, UBSI went on with pride to become one of country's most reputed broadcast institutions with a legacy of championing a truly wholesome entertainment for the Filipino people.

Now birthing with another FM Station in Dagupan City, 90.3 ENERGY FM has started to make waves. It has recently rated No. 2 FM STATION in that great city of Pangasinan.

The time is a changing. ENERGY FM is..... NOW! WAG MO SABIHING RADYO...SABIHIN MO ENERGY!

Source:

<http://web.archive.org/web/20100120235510/http://www.oneradiomanila.com/index.php/about-us/our-credentials>

DZVT 1395 kHz/DZVT 93.7 mHz history

Immediately after his installation at St. Joseph Cathedral on July 1, 1983 as Vicar Apostolic of the Apostolic Vicariate of San Jose, Bishop Vicente Manuel, SVD, DD identified the need for a Catholic radio station in Occidental Mindoro. He realized that, due to the extreme difficulties in communication and transportation, one effective way by which the word of God could regularly reach the remotest sitio and barrio of the province was through broadcast communication. He also knew that a radio station could only survive in a developing province like Occidental Mindoro if the members of the Basic Ecclesial Communities (BECs) would support it. Thus, in various trainings and seminars conducted among BEC members, the need of people's support for the pastoral programs and projects of the vicariate, including the radio station, was emphasized.

The equipments and apparatuses of the radio station were purchased through the financial assistance given by the Catholic faithful and foreign friends, particularly the Archdiocese of San Francisco, California (USA). The 180 feet high tower of its transmitter was erected at the eastern portion of Brgy. Labangan Poblacion, San Jose, approximately 2 kilometers away from the town proper. More than a hundred meters away from the tower is the building which was constructed by BEC members who voluntarily worked for free, for more than a month.

DZVT, the radio station's call sign, derived its last two letters (VT) from the motto of Bishop Manuel, *In Verbo Tuo* or *At Your Word*. It is called *The Voice of the Basic Ecclesial Communities in Occidental Mindoro*. Aside from the province of Occidental Mindoro, this 5 kilowatt AM radio station can be heard in Oriental Mindoro, Palawan, Antique, Aklan, Capiz, Marinduque, Romblon, including the coastal areas of Batangas and Quezon.

The radio station was inaugurated on March 6, 1991. Its building and equipment were blessed by the Archbishop of Cebu, His Eminence Ricardo Cardinal Vidal, DD. Thousands of BEC members participated and rejoiced during the historic event.

In the latter part of 2006, Fr. Philip strived to establish DZVT-FM, the sister station of DZVT-AM. He sought the assistance of funding agencies. When his request for financial assistance was granted, he purchased the equipment and apparatuses for an FM radio station and installed it at the same compound & building where the AM station is located.

On June 13, 2007 after months of test broadcast, DZVT-FM formally started its operation.

Despite the presence in San Jose of another AM station and three FM stations, the present vicar apostolic of the Apostolic Vicariate of San Jose, Bishop Antonio Palang,

SVD, DD, together with the religious and the clergy, believe that DZVT-AM and DZVT-FM are being listened to by the Catholic faithful, thus, the two radio stations fulfill their role as *The Voices of the Basic Ecclesial Communities in Occidental Mindoro*.

DZVT - AM 1395 KHZ "RADYO TOTOO" PROFILE

Name of Station - DZVT-AM 1395KHZ

Member -Catholic Media Network (CMN) and Kapisanan ng mga Brodkaster ng Pilipinas (KBP)

Owner and Operator - Apostolic Vicariate of San Jose de Mindoro

Location -Labangan Poblacion, San Jose, Occidental Mindoro

Telephone Number - (043) 491- 1369

E-mail Address - dzvt_cmn@yahoo.com

Date of Operation -March 6, 1991

Power -5,000 watts

Coverage - Occidental Mindoro, Oriental Mindoro, Palawan, Antique, Aklan, Marinduque

Program Format -Public Affairs, News, Advocacy, Religious, Musical, Entertainment, Public Service Programs

Other Features - Computerized Recording & Broadcast Studio, Remote Broadcast Equipment,Stand-by Power Generator set, VHF Transceiver, Telefax , Internet

DZVT - FM 93.7 MHZ "SPIRIT FM" PROFILE

Name of Station - DZVT - FM 93.7 MHz

Owner and Operator - Apostolic Vicariate of San Jose de Mindoro

Location - Labangan Poblacion, San Jose, Occidental Mindoro

Telephone Number -(043) 491-1369,491-4973

E-mail Address - dzvt_cmn@yahoo.com

Date of Operation - July 1, 2007

Power -1,000 watts

Program Format - Musical, Entertainment, Advocacy, Religious, Public Service Programs

Other Features - Computerized Recording & Broadcast Studio, Remote Broadcast Equipment, Stand – by Generator Set VHF Transceiver, Telefax, Interne

DZEM 954 kHz history - the most widely traveled radio station

DZEM, Ang Tinig ng Katotohanan, ay isang non-commercial radio station na pag-aari ng Iglesia Ni Cristo at nagsasahimpapawid sa pamamagitan ng Christian Era Broadcasting Service, CEBS. Nagsimula itong sumahimpapawid noong February 10, 1969 at napatunayang mabisang kasangkapan sa pagpapalaganap ng tunay na pananampalataya. Pangunahing layunin ng DZEM ang makapagbigay ng kapurihan sa Panginoong Diyos at maipagpatuloy ang serbisyo publiko sa dalawampung oras (20hrs.) na pagsasahimpapawid nito ng mga religious at secular program.

Kilala rin ang DZEM sa pagiging ‘most widely traveled radio station’ sa Metro Manila. Nagsimula itong magsahimpapawid sa Barrio Ugong del Monte, Quezon City sa 1520 kHz sa lakas na 10, 000 watts. Noong June 3, 1971 ay inilipat ito sa basement ng Iglesia Ni Cristo Central Office sa Diliman, Quezon City at ilang panahon lamang ay nagsahimpapawid ito sa bago nitong frequency, 1460kHz. May 10, 1975, muling lumipat ang DZEM sa ikatlong palapag (3rd flr.) ng Iglesia ni Cristo Development Center Building sa Carlos Palanca St., Quiapo, Manila. Makalipas ang isang buwan, ay muling pinalitan ang frequency nito sa 1360 kHz. Dahil sa band adjustments noong November 1978, muling nabago ang frequency ng DZEM sa 1422 kHz. May 9, 1985 nagkaroon ng bagong tahanan ang DZEM sa ikatlong palapag (3rd flr.) ng Maligaya Building 2, 887 EDSA, Quezon City. Mula noong April 27, 1987 hanggang ngayon, naririnig na ang DZEM sa frequency nito na 954 kHz.

Ang DZEM ay kilala sa mga balanse nitong programa at mula pa noong 1970’s, nakatanggap na ito ng ibat-ibang komendasyon at parangal mula sa broadcast industry tulad ng noon ay Broadcast Media Council o BMC, kapisanan ng mga Broadcaster ng Pilipinas o KBP at ang mga private at government agencies.

Sa kasalukuyan, ang DZEM ay nag-o-operate sa lakas na 50, 000 watts na ang transmitter site ay matatagpuan sa Obando, Bulacan.

1062 DXKI Koronadal Station Profile

DXKI Marbel (1062 kHz) is Far East Broadcasting Company Philippines' first regional station. Founded on December 19, 1964, DXKI came to be known as the only station in Koronadal, South Cotabato for some time.

The station became Koronadal's town crier. It served as a venue where various government agencies can air programs that benefitted the people, especially the farmers.

Today, DXKI "*The Friendly Voice of South Central Mindanao*," broadcasts programs that cater to every sector of society through nine languages and dialects. Its strategic location makes it an ideal launching pad for the Gospel to the different people groups in South Central Mindanao.

1026 DXMC Bombo Radyo Koronadal Profile

STATION PROFILE

DXMC Bombo Radyo Koronadal (1026 kHz AM) is the consistent top rater and most listened radio station in Koronadal City and South Cotabato. For the past fourteen (14) years, Bombo Radyo Koronadal still number one (1) both in Radio Research Council survey in 1996 and National Radio Survey of Gio-visual released in May 2007. Bombo Radyo Koronadal is located at Km. 4, General Santos Drive, City of Koronadal and the Capital of the province of South Cotabato. The City of Koronadal (formerly called Marbel), is the Provincial Agri-industrial Center of the province and also the Regional Center of the SOCKSARGEN Region.

It is about an hour's drive or about sixty (60) kilometers north of General Santos City. Its major crops are rice and corn not to include coconuts, mango, camote, cacao, mongo and vegetables. Composed of 27 barangays, it is said to be named after "koron" or "kolon" which means cogon grass and "nadal" which means plain, while its nickname Marbel came from the B'laan term, which means "murky water".

Bombo Radyo Koronadal was established last November 11, 1995. It is under the People's Broadcasting Service, Inc of the Bombo Radyo Philippines, the number 1 radio network in the country. It is a news, public affairs and commentary AM radio station catering to all the people from all walks of life, the A, B, C, D & E economic class. It has a power of 5,000 watts.

REACH AND LISTENERSHIP

Bombo Radyo Koronadal's airwave dominance, like bomb, exploded and will be heard in almost all parts of South-Central Mindanao. Our primary coverage is the City of Koronadal and the province of South Cotabato while its secondary coverage areas reaches the provinces of Sultan Kudarat, North Cotabato and Maguindanao, all within the South-Central Mindanao Region.

Because of its strong involvement in the social and civic affairs in the community, Bombo Radyo Koronadal was chosen as one of the Most Outstanding Broadcast Media of Year (Radio Category) by the Philippine National Police (PNP) Regional Office 12 during their foundation anniversary last February 1999 as well as the Most Outstanding

Media Partner by the Department of Agrarian Reform (DAR) in the implementation of its CARP Program. This does not include numerous plaques of appreciation and citations awarded by numerous civic groups such as the PNRC, Rotary Club and other NGOs. This 2007, Bombo Radyo Koronadal has received Plaque of Appreciations from PNRC, NIA & PDCC due his valuable contribution in making the public more informed and aware in the civic activities.

At present, Bombo Radyo Koronadal is composed of 22 personnel in the Administrative, Programming and Technical Departments. The popular programs of the station are Bombohanay Bigtime (7:30-9:30 am), Bombohanay sa Udto (11:30-1:00 pm) and Zona Libre (6:30-8:30 pm) from Monday to Saturday as well as the Sunday radio magazine program "GOOD MORNING PHILIPPINES".